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BETTER FRUIT

March 1908



GORGE AT THE ENTRANCE TO THE FAMOUS HOOD RIVER VALLEY FRUIT GROWING DISTRICT

PUBLISHED BY

BETTER FRUIT PUBLISHING COMPANY

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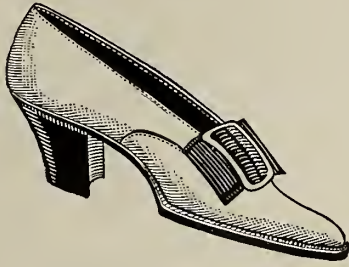
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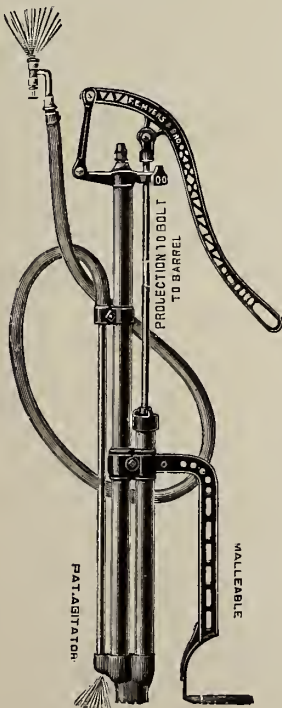
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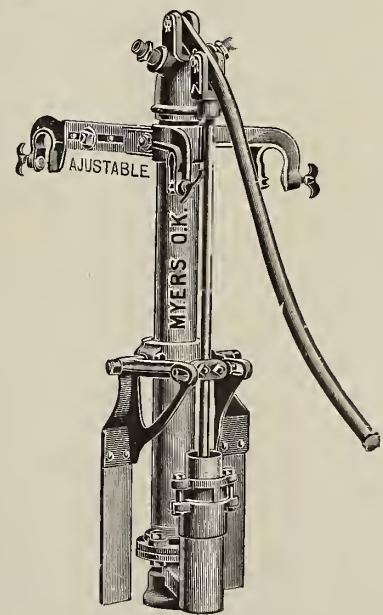
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AGAINST THE WORLD FOR APPLES AND STRAWBERRIES

There are good profits in growing apples and strawberries in Hood River.
There is no question about finding a market for everything you produce.

There is an unity of action among our growers.

There are good roads, good water, good schools and good neighbors.

You don't have to worry your life out to make a good living for yourself and family.

You will live longer and enjoy life to the utmost in an up to date farming district such as Hood River.

You will save time and money by telling us what kind of a place you want and let us find it for you.

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BETTER FRUIT

A MONTHLY ILLUSTRATED MAGAZINE PUBLISHED IN THE INTEREST
OF UP-TO-DATE AND PROGRESSIVE FRUIT GROWING AND MARKETING

GROWING FRUIT IN FAMOUS HOOD RIVER VALLEY

BY W. H. WALTON

AS THE greatest apple-growing section of the great Pacific Northwest, Hood River probably stands pre-eminent. In prices for its fruit it leads the world and has set the standard of values. For several years its product has sold for the highest prices paid anywhere in the world and has practically marketed itself. Apples at Hood River for two years have sold from \$1.50 to better than \$3.25 per bushel box for the entire crop.

While not making any unfavorable comparisons to other districts, it can be truthfully said that Hood River possesses all their advantages and many besides. Its climate is second to none, in scenery it is unrivalled, and its soil produces the best that grows. In this particular it probably is without parallel, as it combines highly profitable fruit growing with ideal surroundings to make a home. Situated in the heart of the Cascades, it is in the center of the matchless scenic splendors of the great Columbia River, flanked on each side by its ever snow-capped peaks. Its deep shadows, sunlit streams, and green-foliaged orchards, stretching for miles before the eye, compel the admiration of the clod and the most blase tourist alike, and cause them to admit that the world is indeed a good place. Situated in Wasco County, Oregon, Hood River is on the south bank of the Columbia River, sixty-five miles east of Portland, at the mouth of Hood River,

from which it takes its name. The river, which flows through a deep gorge just east of the city, is one of the many outlets for the melting snows of Mount Hood. From its never failing source water is obtained to irrigate all the land

highly cultivated in spots, many thousands of acres of fruit lands await the hand of the tiller, and can be purchased for from \$30 to \$150 per acre, depending on situation. Bearing orchards bring high values, running from \$500 to \$1500 per acre. Orchardng at Hood River is conducted on methods that have proven successful and sure. Having passed the experimental stage, the beginner now has the benefit of the knowledge of others and avoids their mistakes. To this fact is due the success of all classes engaged in fruit growing there and the high value of land, the investment really being low in comparison to the returns.

Small Acreage—Big Results

To the farmer of the Middle West or Eastern States profits of \$300 to \$1000 an acre will seem almost improbable. That twenty acres at Hood River will yield a bigger income than one hundred and sixty acres in Illinois or Iowa seems like a dream. To convince the skeptical, below will be found some yields taken from the books of the Hood River Apple Growers' Union and Davidson Fruit Company, and whose authenticity is vouched for.

E. H. Shepard from 160 trees on one and three-fifths acres last year took \$2042.35, gross, which netted him better than \$1400. or over \$900 per acre.

Ludwig Struck on two and nine-tenths acres raised 1929 boxes of first grade

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in the valley, and is estimated to contain 100,000 horsepower, very little of which has been utilized. The mouth of the valley is a mile back of the city and the latter, thirty miles long, ends at the base of Mount Hood. In area it is about 50,000 acres, 10,000 of which are estimated to be under cultivation. While



HOOD RIVER APPLES, SHOWING ITS WORLD-FAMED PACK



A MODEL STRAWBERRY FIELD AT HOOD RIVER

apples, for which he received \$2 per box, or \$3858, in addition to the returns from 400 boxes of second grade fruit, which amounted to \$400 more, or in all \$4258.

A. I. Mason has 209 Newtown trees nine years old, from which he marketed

last year 1141 boxes, realizing \$2502.80. The trees are planted sixty-three to the acre, making an average of 346½ boxes, or \$750.90 per acre. The net profit per tree was \$9.50, and \$598.50 per acre, or \$2094.25 on three and one-third acres.

From fifteen acres F. Eggert sold 5000 boxes of apples that netted him \$8500.

How Perfect Apples Are Grown

The secret of getting these wonderful prices is in the fact that Nature has



HOOD RIVER VALLEY LOOKING NORTH, WITH APPLE ORCHARD IN THE FOREGROUND, AND MOUNT ADAMS IN THE DISTANCE

endowed the Hood River Valley with a volcanic ash soil that contains all the elements necessary for growing perfect fruit. Added to this is a temperature exactly suited to their propagation, and last, but not least, methods employed that have been found to produce the best results. From far and wide fruit men come from other districts to learn of these methods, simple though they be, and easily learned by the novice. It has been found that the apple grows best at Hood River under the clean cultivation system, which conserves the moisture

perfection has won for its fruit a name for excellence the world over and has brought its reward. Never was this fact more fully demonstrated than in 1906, when one of the biggest apple crops ever grown in the United States was placed on the market, and Hood River marketed the biggest crop in its history, sold all it had for \$2 to \$3.15 a box, and could not supply the demand.

It is this that is making Hood River land double in value and attracting many investors. During the season of 1907, when the apple crop was a short one and

from place to place and packs all the fruit in the valley. Each size apple is graded and packed in a box by itself; just so many apples are put in a box, and no more and no less. The box is then marked with the name of the grower, the name of the packer and the number of apples it contains. The sizes run from 54 to 128 in a box, and are designated as 3½, 4, 4½ and 5-tier fruit. So great is the confidence of the buyer in Hood River's pack that he buys thousands of boxes without ever having seen one box packed, and pays for them



A HOOD RIVER ORCHARD, WITH COLUMBIA RIVER IN THE BACKGROUND

The larger trees are two-year-old peach trees, set between apples trees to provide an income while the latter are coming into bearing. The trees in the foreground are one year old. Three years ago this place of twenty acres could have been bought for \$100 per acre. Today it is worth \$1000 per acre

and allows all the nutriment of the soil to go into the making of both tree and fruit. Spraying, to kill all insect life that is injurious to the growing of perfect apples, is rigidly adhered to, and so careful in this respect are orchardists at Hood River that less than two per cent of the entire crop is found to be imperfect. In this respect the case of one orchard can be cited that last year bore 2000 boxes, in which there were during the whole season but sixty wormy apples. Another feature is thinning or picking off part of the fruit when it is small in order to allow that which remains to get more nourishment, grow to a larger size and not exhaust the life of the tree. Twenty acres is considered all that one orchardist can properly care for, but from such immense profits as \$300 to \$800 per acre and more, such a large income is provided that it pays better returns than several hundred acres of farming in other branches.

While other apple-growing districts lay great stress on the quantity of apples they grow, the slogan of Hood River is not quantity but "quality." The courage of its growers to uphold the standard of

estimated to be but 34 per cent of normal, and was in many districts a total failure, Hood River had from 60 to 70 per cent of a full crop, and sold its apples for the highest prices the world has ever known. The fact that when other districts get high prices Hood River gets still higher is conclusive evidence that its fruit is considered the best that grows, and that "quality" pays.

Hood River's Pack

If you have ever heard of Hood River you have heard of its wonderful apples and the way it packs them. Ask any of the largest apple buyers in the world who has revolutionized the packing of apples and they will tell you Hood River. Believing that the more attractive the fruit could be made the better price it would bring, enterprising orchardists there several years ago instituted a method of packing apples that has brought it world-wide fame. Instead of being barreled they are packed in boxes containing one bushel. Nothing but absolutely perfect fruit is allowed to be sold, and no grower is allowed to pack his own apples. This work is done by a professional crew of packers that goes

before he sees them at all. The varieties of apples that Hood River excels all other districts in are the Spitzenberg and Newtown Pippin. The former reaches the tables of the millionaires of the East, and the latter goes to Europe and England to find its way to royalty and the wealthy classes. Queen Victoria was a patron of Hood River apples, and they have sold as high as \$7.20 a box in her former domain. The boxes for shipping apples are manufactured at Hood River, which also has a large cold storage plant and warehouses for handling its fruits.

The fact that the packing and marketing of his apples is done for him by a system that has proved the most successful ever put in use plays no small part in the success of the beginner in the fruit-growing industry. Employing the other methods known there and in use to produce perfect fruit, his output is at once placed on a footing with that of his fellow growers, and placed on the market in perfect condition and at prices the highest. The same method obtains in packing other fruits at Hood River as it does for apples, and pears and small fruits are equally famous for their fine



NEAR VIEW OF THREE-YEAR-OLD ORCHARD, HOOD RIVER VALLEY, SHOWING PLAN OF SETTING TREES AND SYSTEM OF CLEAN CULTIVATION TO CONSERVE THE MOISTURE

pack. Taking up every other feature of the fruit business with the same degree of excellence that he does packing, the Hood River grower leaves nothing to chance. So well is this known that the

fine fruit of Hood River is constantly in demand for exhibition purposes. It has been ordered on this account from all over the United States and foreign countries as well, and even remote China has

heard of its excellence, as will be seen from the following article taken recently from the Oregonian of Portland:

"The Imperial Chinese Exhibition will soon have on display eight boxes of



HICKS-CHATTEN CO

HOOD RIVER APPLE ORCHARD AT PICKING TIME, TREES LOADED WITH FRUIT

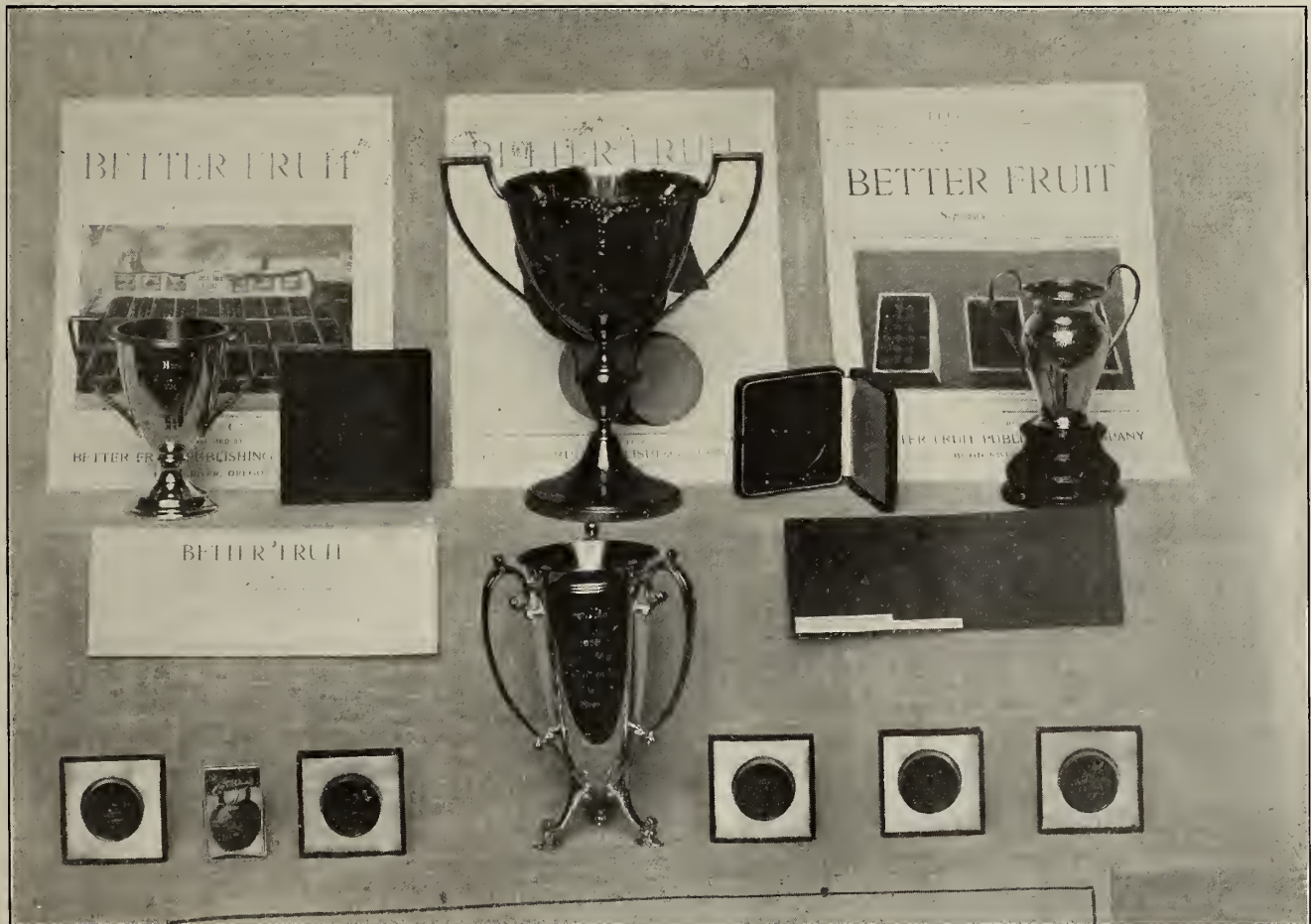
Hood River apples, ordered by the Chinese government for that purpose. The order for the apples was placed at the request of the Chinese Ambassador at Washington, and as soon as the fruit can be packed it will be forwarded to Seattle for shipment across the Pacific. It will go forward in the care of W. D. Benson, United States dispatch agent for the Chinese government, labeled for 'Imperial Chinese Exhibition.' The letter from the United States Agricultural Department ordering the fruit is as follows:

River apples have made the penniless wealthy, and the well-to-do more so, and offer great inducements to the prospective fruit grower, be he rich or poor. In few other districts are the returns so great, and not the least surprising feature in connection with this is the fact that its growers are representative of almost every profession and occupation. Owning orchards at Hood River may be found lawyers, physicians, dentists, editors, chemists, engineers, insurance men, school teachers, machinists, carpenters, brick masons, stone cutters,

support of his family. Today he has thirty acres of nine-year-old orchard, which netted him last season \$598.50 per acre. Ten years ago with but a few hundred dollars, tramping the streets of Portland, carrying a mail sack for Uncle Sam. Today independent and owning an orchard that could not be bought for \$40,000. Starting with practically nothing, he has achieved a small fortune.

Has Won Many Prizes

As an exhibitor of fruit Hood River has won many prizes, and is the only



CUPS AND MEDALS WON BY E. H. SHEPARD, EDITOR OF BETTER FRUIT

For apples grown, packed and exhibited by him at the Hood River Fruit Fair, Oregon State Horticultural Society, Northwestern Fruit Growers' Association and Lewis and Clark Fair

"Will you kindly prepare for shipment for the Chinese exhibit the following memorandum of apples:

Esopus Spitzenberg, 2 boxes @ \$3.	\$6.00
Yellow Newtown, 2 boxes @ \$3...	6.00
Winesap, 2 boxes @ \$2.50.....	5.00
Arkansas Black, 2 boxes @ \$2.50..	5.00
Total	\$22.00

"We leave the exact size and style of packing to yourself, suggesting that every precaution be taken to insure safe delivery."

Fruit Growing Open to All Classes

To attain a world-wide reputation for its fruit has not been the work of a day, a month or a year for Hood River, but the rapidity with which it has been achieved is nothing short of marvelous. Seeing the opportunity and grasping it, added to natural conditions for growing superior fruit, tells the story. Hood

printers, railroad men, college men, and men in nearly all lines of business. These men are not only growing fruit, but growing it most successfully and profitably. In fact, it is safe to say that nine out of ten fruit growers there have followed some other profession for a good part of their lives.

It would seem that this should prove, or at least indicate, that the fruit growing field is open to every one who is seeking change of climate or business. To many, no doubt, the question will occur, Can the man of small means engage in fruit growing? To this query the best answer is found in the story of a former letter carrier employed in Portland, who ten years ago with a few hundred dollars purchased land at Hood River. Being industrious, he cleared the land and set out trees, taking other employment when necessary for the

section that ever captured a grand prize at an exposition of international fame. It won medals at the Pan-American Exposition at Buffalo, at the World's Fair at Chicago; at the St. Louis Fair it took the grand prize in competition with all other districts. At the St. Louis Exposition it also took a gold medal on cherries and twenty-seven other medals on its fruit. At the Lewis and Clark Fair at Portland, where its products were brought into competition with fruit from all the other great fruit-growing centers of the Northwest, it took twelve gold and four silver medals.

An event that is looked forward to with great interest among fruit growers is the biennial fruit fair held at Hood River every other year, and which will take place this fall in October. At this time a thousand or more boxes of the world's finest apples are on display and



SPRAYING SCENE IN WELL KEPT ORCHARD AT HOOD RIVER, SHOWING METHOD ADOPTED TO GROW PERFECT FRUIT

attract visitors from all over the United States. An idea of the fruit exhibited at that time can be gained from two of the illustrations printed in this issue. These exhibits do not represent the pick of all

the apples in the valley, but are the same as packed and sold for commercial purposes in the great markets of the East and the large Coast cities. Besides shipping its fruit to European markets, many

thousands of boxes of Hood River apples each year are sent to the Orient, where they command high prices. Hongkong and Vladivostok are points that have been receiving fruit from here for sev-



MAKING A HOME IN THE TIMBER—STRAWBERRY FIELD WITH PICKERS AT WORK—IRRIGATING FLUME IN FOREGROUND

eral years, and this year the Chinese government bought twelve boxes to be placed on exhibition at an exposition to be held there under its auspices. Hood River apples sell for more than the finest oranges, and are on the tables of the leading hotels, both in America and England.

One of the features, however, that has placed the Hood River apple foremost in the markets of the world is its great keeping quality. Grown in a section where little if any irrigation is necessary, in the parlance of the fruit buyer

another box of these apples that are in fairly good condition, please express them to me at once. I have become so fond of these apples and take such pleasure in showing them to my Eastern visiting friends that I desire to make some arrangement by which I can be assured of a sufficient supply for next year. Therefore, I hereby commission you to procure for me twelve (12) boxes of the finest specimens of Hood River Red Spitzenbergs. Please have them picked at the proper season from the trees, unbruised, properly packed and

market conditions make it necessary it can be shipped to points farther away that insure profitable prices. Alaska and Hongkong, China, are not too far away for this wonderful keeper, and it has been successfully shipped and sold there. Net profits in berries run from \$150 to \$350 per acre. D. E. Miller, a well-known Hood River grower, this year cleared \$2500 from a ten-acre strawberry patch set between his apple trees, a plan very generally put in use to provide an income while the trees are coming into bearing. Four years ago



PART OF A TWELVE-ACRE ORCHARD IN THE MOUNT HOOD DISTRICT PLANTED WITH STRAWBERRIES BETWEEN THE TREES. Allowing for the trees ten acres are set to berries, from which its owner received \$4073.10. Part of eighty acres bought for \$875 four years ago, and for which \$10,000 was refused recently

it "stands up" until most other apples are off the market. Supreme in his knowledge that Hood River fruit will be found sound and firm until late in the summer, and longer if necessary, the apple man cheerfully lays down his money, knowing that when apples are looked upon as a luxury he will still be able to supply his fancy trade. While the wealthy New Yorker is munching his Hood River Spitzenberg late in May, his prototype in England is also still smacking his lips over his Hood River Yellow Newtown at \$5 and \$6 a box, and no questions asked as to price.

As a testimonial to the excellence and keeping qualities of Hood River apples the following letter will probably prove interesting to the reader:

A. G. SPAULDING & BROS.
Athletic Goods.

A. G. Spaulding, President.

Point Loma, California, March 2, 1907.
Messrs. Sealy, Mason & Co. 275 Morrison Street, Portland, Oregon—Gentlemen: We are delighted with the Hood River Red Spitzenberg apples you have sent us, and regret to say they are now all gone. If it is possible to send me

placed in cold storage, so I can have them shipped to me as wanted, one or two boxes at a time. If you will accept this commission I shall feel assured that I shall have plenty of these apples for my own use covering the greater part of the year. I am, yours truly,

A. G. SPAULDING.

The Hood River Strawberry

No less famous than the Hood River apple is the Hood River strawberry. Its market is the widest of any raised in the Pacific Northwest and prices for it the highest. Shipped in season to all the cities of the Middle West, including Chicago and even farther east, it easily leads all other strawberries raised in the United States for commercial purposes. The variety of berry grown at Hood River is the Clark Seedling, and may be said to be almost indigenous to its soil and climate. Although grown elsewhere, it has never attained the perfection of quality and keeping properties it has here, which has made it the greatest shipper known to horticulture. The market field covered by the Hood River berry is Eastern Washington, Montana, the Dakotas and Minnesota, and when

Mr. Miller paid \$875 for the eighty acres of land on which his berry field is situated and recently was offered \$10,000 for it, with only twelve acres cleared and in three-year-old trees. The strawberry crop at Hood River runs from 60,000 to 100,000 crates, and this yield is given merely as an illustration to show the profits in berries, as there are many others who have equaled this and even done better. At from \$1.75 to \$3 per crate Hood River strawberries do not go to the canneries, and the same degree of excellence in packing is observed as with the apples, the berries being culled and none but the sound and perfect fruit sent to market. One of the sights of the Coast is Hood River at strawberry time, when hundreds of pickers, both whites and Indians, congregate there to gather the crop. To the beginner berry growing provides a sure income almost from the first year at very little labor and expense.

Has an Ideal Climate

While climate is a subject on which individuals have largely divergent views, that of Oregon is admitted by all who have visited it to be mild and equable.



SCENES ALONG HOOD RIVER'S IRRIGATING SYSTEMS, WHICH COVER THE ENTIRE VALLEY

That Hood River's is particularly so is shown by the government weather observer stationed there. The average number of days in each year when the temperature is above 90 is nine, and the

average number of days when it is below freezing point is 74. While the temperature in midsummer is sometimes high during the day, there is a never-failing drop in the evening that makes it com-

fortable at night. Correspondingly mild winters follow the cool summers, the Japan current along the Pacific Coast and the warm chinook wind making extreme or continued cold weather



RANCH HOUSES IN HOOD RIVER VALLEY

impossible. Although the temperature at night may drop to freezing point, that during the day is comparatively mild and seldom goes down to 32 degrees. Winter commences late and spring early, and wild flowers picked in February are not uncommon. The average maximum temperature, extending over a period of fifteen years, is 39 degrees for February and 42 degrees for January, and for July and August 79 degrees. The average minimum temperature for these months is 29 degrees for January and February

it is divided into three branches, known as the east, middle and west forks, which come out from under the ever ice-bound glaciers of Mount Hood, and meet many miles down the valley to form the beautiful river from which the town takes its name.

Valley Has Modern Conveniences

In population the valley and city of Hood River number something over 6000 people, and it is safe to say that few communities of its size are so well equipped with modern conveniences.

must elapse before the great water power that is going to waste in the Hood River will be utilized, and that an electric railroad will be constructed on the other side of the valley for the purpose of transporting the great fruit output, that in five years is estimated to reach 1000 cars. What is known as the upper valley, which comprises Mount Hood settlement and a rich farming country, is reached by a stage line daily, and during the summer months automobiles are put in service between Hood River and Cloud Cap Inn, 7500 feet above sea level. This



ONE OF THE APPLE EXHIBITS AT A HOOD RIVER FRUIT FAIR, AT WHICH OVER ONE THOUSAND BOXES WERE ON DISPLAY

and 54 for the months of July and August. The rainfall is 35 inches.

Adequate Rainfall and Irrigation

While Hood River has an adequate rainfall, it is provided with several of the finest irrigation systems in Oregon. Traversing its entire length and breadth are its ditches and flumes, some of them coming into the city itself and providing water for gardens during the dry season. For strawberry growing this is very essential, and is one of the secrets of the fine berries grown here. The matter of irrigating apples is one that has staunch adherents both for and against, and fine fruit has been raised at Hood River under both systems of cultivation. The purchase of land includes the privilege of water, which can be used or not, at the discretion of the grower. An interesting sight to visitors in July and August is to see water ice cold and clear as crystal running along the roads, across fields and in every direction, like a big water works system above ground, giving life and vigor to vegetation of all kinds and affording a refreshing contrast to the bright sunlight on warm days. As the Hood River, from which the water is taken, reaches the upper valley

Over its entire length of thirty miles is a telephone system, giving every rancher, and city resident as well, the benefit of its service, and so well is it patronized that 90 per cent of the houses at Hood River are equipped with phones. At present there are 600 telephones in use, and a new line being installed. Electric light is being extended into the valley, and many ranchers have availed themselves of the privilege of obtaining this great boon to the country resident. Rural mail routes, one of which is the second largest in the state, give residents out of town a daily mail service, and the city is one of the few in Oregon entitled to free delivery, application for which will shortly be made to the Postoffice Department. From the edge of the city for several miles out into the valley a sight is presented that gives more the impression of a connected village than a rural community, so thickly is the landscape dotted with the houses of ranchers, schools, churches and little hamlets. Extending out the east side of the valley for seventeen miles is the Mount Hood Railroad, recently constructed, and which will soon be further improved so as to practically cover the entire length of the valley. It is anticipated that a short time

resort is one of the most famous on the Coast, and is the starting point for tourists who make the ascent of Mount Hood. Another point of great scenic beauty is Lost Lake, visited by many sightseers, and which has been made celebrated by the reflection of Mount Hood which can be seen in it.

Hood River Growing City

Substantial business blocks and handsome dwellings characterize the city of Hood River, with its well shaded streets and green lawns. It is lighted with electricity and its water is received from springs. Mains of the water works system thoroughly cover the town, every house and place of business being supplied with pure mountain water for domestic use. A system of mains and hydrants for fire protection adequately safeguard against loss from that source. No better sanitary conditions can be found anywhere than at Hood River, where an adequate sewer system has been recently installed and where the natural slope of the land provides thorough drainage.

In the matter of education Hood River Valley is abreast of the times and has eleven public school districts. The full

course of study is as outlined by the grade school system of the State of Oregon. Several of the districts have a school population that renders necessary the employment of from two to five teachers, and in such instances the grades are divided in such manner as to secure most efficient instruction and rapid advancement.

Three commodious school buildings, in which fourteen teachers are employed,



UNDER THE APPLE TREE, HOOD RIVER, OREGON

are in use for the pupils of the city schools, in which a four-year high school course is taught. Congregational, Episcopal, Methodist, United Brethren, Unitarian, Christian, Baptist and Roman Catholic churches are represented and have places of worship.

The twenty and more civic and secret organizations of Hood River, all of which are in a most prosperous condition, attest to its general well being and social nature. The lodge of Masons owns its building and lodge hall, as do the Odd Fellows, who have a \$15,000 lodge hall, whose floor space is said to exceed that of any in the state. A lodge of Knights of Pythias, the United Artisans, Woodmen of the

World, Foresters and many other organizations are also to be found in the city. The Grand Army of the Republic has one of the largest camps on the Pacific Coast, and in the valley are two lodges of Patrons of Husbandry, which are the most progressive in the state.

Lumber Mills Make Way for Fruit

The industry that has helped in the rapid development of Hood River Valley and made it possible for the fruit grower to prosper in many instances is that of lumber. During the past four years 225,000,000 feet have been cut by the mills at Hood River, valued at over \$3,000,000. During the cutting and logging seasons 1000 men are employed in the lumber industry there, turning Oregon fir and pine into money, much of which finds its way into investment in the valley. Thousands of dollars are paid out annually by these large concerns, and so great is the demand for labor by them at high wages that for several years they have not been able to get men to fully operate their plants. It is estimated that the standing timber still at their disposal will last for thirty years. The larger of these big plants is located one on the west and one on the east side of the valley, both having been built in the last two years. One of them is operated by electricity generated from water power taken from the east branch of the Hood River and the other by steam. In various parts of the valley are other mills of smaller capacities, all of them, however, equipped with modern machinery and turning out many thousand feet a day, the shipments from Hood River being from twenty-five to thirty cars a day. Much of the land from which the timber is being removed is suitable for orchard purposes and is being set to fruit. It can be purchased for \$30 to \$40 an acre, and while further clearing is necessary, it has been found

to be a most profitable investment, as when cleared it sells for \$200 to \$300 an acre, being taken by those who prefer to pay a higher price for cleared land for the purpose of planting at once.

About ten per cent of the available fruit land in the vicinity of Hood River is under cultivation. The annual fruit production now amounts to \$500,000. With the production from individual orchards increasing each year and the



A FINE YIELD OF PEARS AT HOOD RIVER, OREGON

full acreage that is capable of producing fruit placed under cultivation, it can readily be seen that Hood River within the course of a few years will be the



OFFICE BUILDING OF THE DAVIDSON FRUIT COMPANY, HOOD RIVER, OREGON

The Davidson Company is not only a large shipper of fruit, but owns many acres of developed and undeveloped fruit land as well

center of a fruit industry amounting to several millions. These figures may seem large, but are nevertheless convincing when attention is directed to the fact that a little more than ten years ago there was not \$300 in cash in Hood River with which to build an irrigating ditch.

Bank Deposits Tell Story

Money talks the world over, and the deposits in the banks of Hood River tell

three. In 1900 the first banking institution was organized, and at the end of the first year it had deposits of \$36,741.73. In September, 1907, there were on deposit \$699,494.31. As an indication of the prosperity of any community nothing is so convincing as figures. The extraordinary growth of wealth in Hood River year by year for the past seven years is as follows:

1900First bank organized
1901\$ 36,741.73
190269,530.57
1903128,481.75
1904 (two banks)172,964.97
1905 (two banks)296,564.86
1906 (two banks)504,790.59
1907 (three banks)690,494.31

During this period thousands of dollars were expended in improvements to orchards, school houses and churches erected, business blocks built at an expenditure of \$200,000, irrigating systems financed and perfected, and money spent for public improvements running into many thousands of dollars. It is estimated that \$800,000 will be on deposit in the banks of Hood River by January 1, 1908.

Transportation

In the matter of transportation facilities Hood River is not surpassed by any point in the Northwest. Situated on the main line of the Oregon Railroad and Navigation Company, part of the great Harriman system, it is also on the Columbia River and has the benefit of several steamboat lines. But sixty-five miles from Portland, it is within easy distance of all the great cities of the Pacific Northwest. In volume of business it was fourth of all the stations on the line of the railroad last year, owing to its big fruit and lumber shipments. The new railroad of the Hill system now being built down the north

bank of the Columbia River will also add to Hood River's railroad facilities.

BY-LAWS OF THE HOOD RIVER APPLE AND FRUIT GROWERS' UNIONS

ARTICLE I

The name, place of business, capital stock and purposes of this corporation are set forth in the articles of incorpora-



A PAIR OF HOOD RIVER TWO-YEAR-OLDS

a story that is more eloquent than the words of sage or poet. Seven years ago there were no banks in this now flourishing community, where now there are



SALWAY PEACH TREE AT HOOD RIVER, OREGON

tion, which are referred to as part of these by-laws.

ARTICLE II

The membership of this corporation shall be confined to actual growers of fruit of Hood River Valley and vicinity.

ARTICLE III

The board of directors shall consist of nine members, four of whom shall hold

office for more than one year. They shall be elected annually and shall serve until their successors are elected and qualified. They shall qualify as directors within ten days after their election and within ten days thereafter they shall elect from their number a president, vice president and secretary. They shall also choose a treasurer, who shall be required to give bonds, with surety in such sums as they may deem ample. They may choose a



MOUNT HOOD RAILROAD STATION AT HOOD RIVER

This road extends into the upper valley and is making it possible to place the fine fruit raised there in the big Eastern markets without long hauls by wagon. Near its terminus are many acres of rich fruit land being set to trees or can still be bought for that purpose,

bank as treasurer without bonds. The annual meeting shall be held on the first Saturday in April in each year.

ARTICLE IV

The directors shall have power to levy and collect assessments on the capital stock not to exceed fifty per centum of the stock subscribed at any one time and not oftener than every sixty days; the same to become delinquent in thirty days from date of notice of such assessment in the local newspaper. The directors shall sell stock to actual fruit growers only.

ARTICLE V

The directors shall employ such agents or other employes as are necessary to do the business of the corporation, and shall fix their remuneration; provided that the board of directors shall receive no salary for acting as directors. They shall have daily account sales rendered to the members of the union each day, as received by them or their agent, giving a statement by whom sold, gross sales, commission, freight or express, and amount due members of the union; also giving condition of fruit, if there be any complaint.

ARTICLE VI

The directors may refuse to receive for shipment, under the union brand, any package of fruit not prime from any cause. They shall refuse to receive for shipment fruit from any person not holding stock.

ARTICLE VII

This organization through its board of

directors shall have the exclusive and unqualified power to market all apples grown by any of its members. A contract between each member and the board will be required.

ARTICLE VIII

The duties of the secretary shall be to keep a record of the proceedings of the meetings of the stockholders and directors. He shall keep the corporate seal of the association and shall be custodian of all deeds, articles of agreement and other

shall keep or cause to be kept, all books of account necessary to the transaction of the general business of the association. The manager of the union shall be placed on a flat salary.

ARTICLE IX

The board of directors shall provide the necessary means for carrying out the purposes for which the association is formed by reasonable charges and commissions for the service rendered by the association to its members and customers.

ARTICLE X

The duties of the treasurer shall be to receive all moneys due or paid to the association and deposit the same as the directors may instruct; to pay out said funds upon the written order or check of the president, first vice president, or general manager, when countersigned by the secretary.

ARTICLE XI

All notes or other evidence of indebtedness of the association shall be signed by the president and countersigned by the secretary of the board of directors.

ARTICLE XII

The president shall instruct the secretary to call a meeting of the stockholders whenever in his judgment the necessities of the union require it, by giving one week's notice through the local newspaper and send each a notice on a postal card.



EXTERIOR VIEW OF FIRST NATIONAL BANK AND SMITH BUILDING AT HOOD RIVER, OREGON

valuable instruments of writing belonging to the association. He shall keep all books of the issuance and transfer of stock and shall countersign all certificates of stock and affix the seal of the board of directors and stockholders, and



VIEW OF THE COLUMBIA RIVER AND MOUNT ADAMS TAKEN FROM THE RESIDENCE SECTION OF HOOD RIVER. AT THIS POINT THE COLUMBIA IS A MILE WIDE

ARTICLE XIII

No union label shall be placed on a box of fruit except by the manager of the warehouse just before shipping.

ARTICLE XIV

Each packer will be held responsible for his own work by a system of fines. No fruit will be received unless put up by a packer employed by the union.

ARTICLE XV

The union will have no packing house foreman, except those employed by the union.

ARTICLE XVI

A majority of the stock subscribed, upon which all legal calls or assessments have been paid in full, shall constitute a quorum at any stockholders' meeting, and no vote shall be counted which is not represented by one share of the stock upon which all calls or assessments have been paid.

ARTICLE XVII

These by-laws may be amended by vote of the majority of the stock upon which all calls or assessments have been paid, at any regular or called meeting, provided that notice to amend the by-laws shall have been given in the call for a special meeting.

ARTICLE XVIII

Any member desiring to dissolve his connection with this corporation may do so by surrendering his stock to the secretary thereof or by transferring it to any member in good standing on the secretary's books.

Contract

In consideration of the terms of this agreement, made and entered into this.....day of....., 190.., I,.....

hereby bargain and sell to the Hood River Apple Growers' Union my entire crop of merchantable apples of every grade and every variety for the year 190... The said terms being as follows: All fruit shall be graded and packed under the supervision of the Hood River Apple Growers' Union, at the expense of the grower, and delivered by him at the warehouse of said Union in the City of Hood River, Oregon, at such time as may be designated by said purchaser, who shall give notice to the grower for such delivery. In further consideration of this agreement the said Hood River Apple Growers' Union has this day paid said.....the sum of \$..... the receipt whereof is hereby acknowledged. And



HOME OF THE BUTLER BANKING COMPANY, HOOD RIVER, OREGON

in further consideration of this contract, said Hood River Apple Growers' Union agrees to pay the balance of the market price obtained by it less (.....a box for handling) to the grower within.....days after the delivery of fruit as aforesaid.

In witness whereof we have hereunto set our hands in duplicate this.....day of....., 190..

HOOD RIVER APPLE GROWERS' UNION,

By....., President.

By....., Secretary.

Witnesses.

BY-LAWS OF THE HOOD RIVER FRUIT GROWERS UNION

ARTICLE I

The name of this corporation shall be "The Hood River Fruit Growers Union."

ARTICLE II

The objects of this corporation shall be to secure to fruit growers of Hood River Valley and vicinity all possible advantages in the marketing of their fruit, as well as to build up a standard of excellence, and to create a demand for the same.

ARTICLE III

The principal place of business of this corporation shall be at Hood River, Wasco County, State of Oregon.

ARTICLE IV

The capital stock of this corporation shall be one thousand five hundred dollars (\$1500).

ARTICLE V

The value of each share of such capital stock shall be five dollars (\$5).

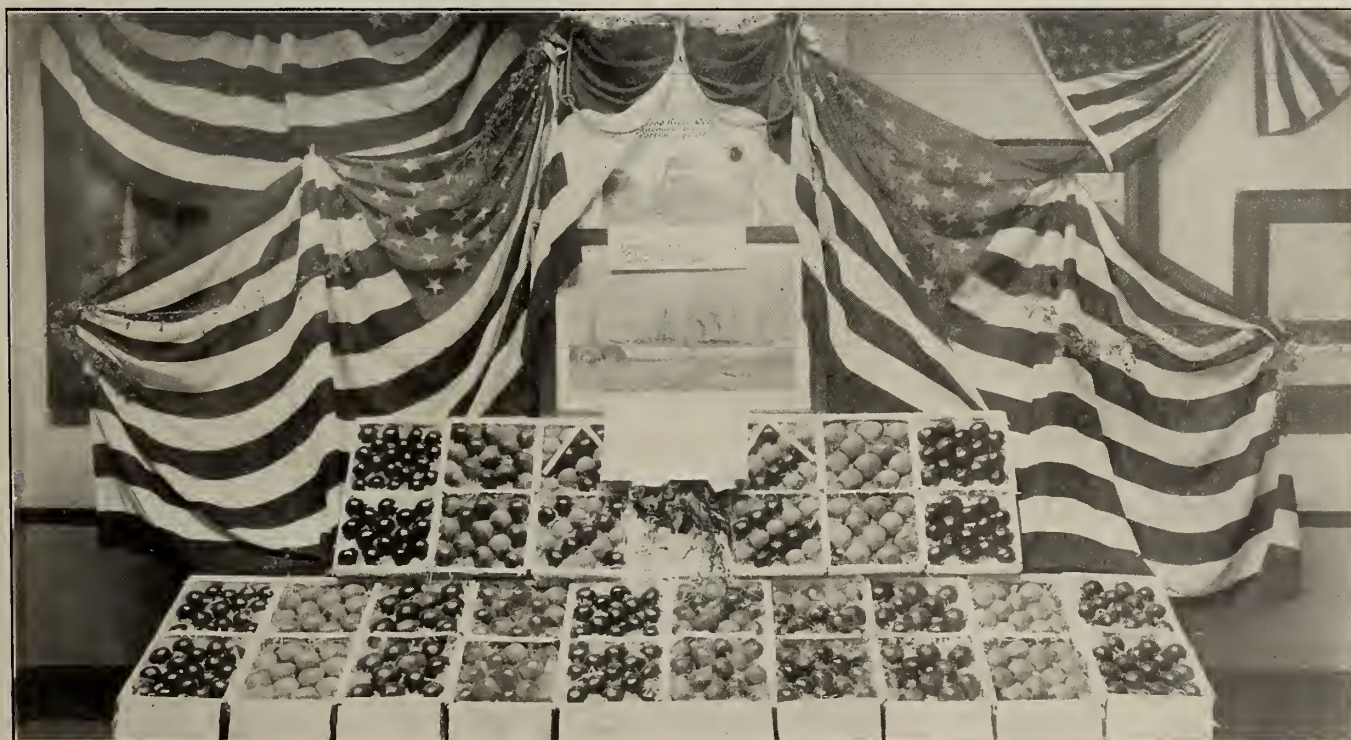
By-Laws as Amended up to January 1, 1902

SECTION 1

The name, place of business, capital stock and purposes of this corporation are set forth in the articles of incorporation, which are referred to as a part of these by-laws.

SECTION 2

The directors of this corporation shall be five in number, who shall be elected annually, and shall serve until their successors are elected and qualified. They shall qualify as directors within five days after their election, and within ten days thereafter they shall elect from their number a president, vice-president and secretary. They shall also choose a



PART OF SHIPMENT OF HOOD RIVER APPLES OWNED BY YAGDJOGLOU BROS. OF VLADIVOSTOK, EAST SIBERIA Stopped en-transit and exhibited in Portland. In order to insure extra protection for their long voyage they are packed in cranberry boxes

treasurer, who shall be required to give bonds with surety, in such sums as they may deem ample. They may choose a bank as treasurer without bonds.

SECTION 3

The directors shall have power to levy and collect assessments on the capital stock, the same to become delinquent in thirty days from date of notice in local paper of such assessment. The directors may sell such delinquent stock at public auction to the highest bidder for cash, first giving thirty days' notice of such

whenever in his judgment the necessities of the union require it, by giving one week's notice through the local newspaper and by posting notices in three conspicuous places.

SECTION 11

A majority of the stock subscribed, upon which all legal calls or assessments are paid in full, shall constitute a quorum at any stockholders' meeting, and no vote shall be counted which is not represented by one share of stock upon which all calls or assessments have been paid.

meeting, provided that notice to amend by-laws shall have been given in the call for the meeting.

SECTION 13

The board of directors shall have the power to fill any vacancies that may occur in their number.



Almost the whole world knows of Hood River as a place that produces the best fruits, and all of Hood River Valley should know, and could know, that there is one place in Hood River,



SECTIONAL VIEW OF APPLE EXHIBIT AT THE DALLES, OREGON, FRUIT FAIR

The fine quality of the fruit and correctness of pack fully demonstrated the claim of this section that apple growing can be made highly profitable there

sale in a local newspaper, such sale to be made at the door of the office of the union, in Hood River, Oregon.

SECTION 4

The directors shall employ such agents and other employes as are necessary to do the business of the corporation, and shall fix the remuneration.

SECTION 5

The directors may refuse to receive for shipment any fruit not considered prime for any cause. They may also refuse to receive fruit for shipment from any person who has not shipped with the union regularly heretofore during the shipping season for such fruit, when in their judgment the receiving and shipping of the same would be detrimental to the interests of the regular shippers of the union.

SECTION 6

The duties of the secretary shall be to keep all books and accounts and records of the corporation, and to keep the minutes of the proceedings of the directors' and stockholders' meetings, and to carry on all correspondence, and to perform such other duties as may be required by the board of directors.

SECTION 7

The duties of the president and vice-president shall be the same as are usually required of such officers.

SECTION 8

It shall be the duty of the treasurer to receive and pay out all funds of the corporation, and to keep a correct account of the same.

SECTION 9

The annual meeting for the election of officers and the transaction of other business of the corporation shall be held on the second Saturday in November of each year, in the town of Hood River, Oregon, at 10 o'clock a. m.

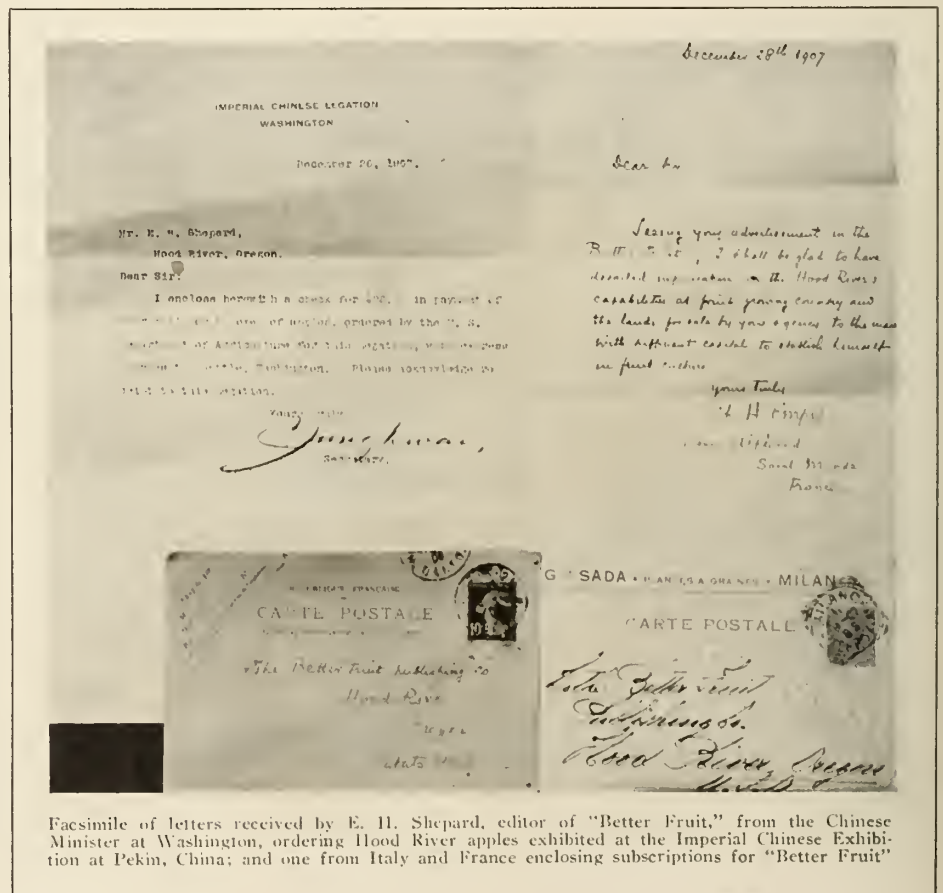
SECTION 10

The president shall instruct the secretary to call a meeting of the stockholders

SECTION 12

These by-laws may be amended by vote of the majority of the stock upon which all calls or assessments have been paid in full, at any regular or called

under the firm name of R. B. Bragg & Co., that the people can depend on getting the most reliable dry goods, clothing, shoes and groceries at the most reasonable prices that are possible; try it.



Facsimile of letters received by E. H. Shepard, editor of "Better Fruit," from the Chinese Minister at Washington, ordering Hood River apples exhibited at the Imperial Chinese Exhibition at Pekin, China; and one from Italy and France enclosing subscriptions for "Better Fruit"

UNDERWOOD AND THE WHITE SALMON VALLEY

UNDERWOOD, Washington, is the gateway to the White Salmon Valley and is the outlet to one of the finest fruit growing sections along the new Spokane, Portland & Seattle Railroad, recently completed along the north bank of the Columbia River. Few people are aware, however, of this fact, and that an almost exact duplicate of Hood River Valley is in existence opposite it. Yet such is the case. The White Salmon

they are the two halves of a great valley extending from Mount Hood to Mount Adams and divided at the center by the Columbia River, and differ only in shape. In some respects the White Salmon Valley offers an even greater variety of advantages than does that of Hood River, if such a thing is possible. Starting at the mouth of the White Salmon River, we find the little town of Underwood, named for an early settler. This

apples, peaches, pears, cherries and grapes that have made the fruit of this section famous. The soil is largely composed of that deep red volcanic ash much prized by experienced fruit growers—a soil that needs no irrigation and that produces a strong, fruitful, long-lived tree. Peach trees at Underwood twenty-seven years old still produce bountiful crops of luscious fruit and have never missed a crop since they were



VIEW SHOWING PART OF THE FRUIT EXHIBIT AND INTERIOR OF THE CITY HALL, WHERE THE FIFTEENTH ANNUAL CONVENTION OF THE NORTHWEST FRUIT GROWERS' ASSOCIATION WAS HELD DECEMBER 4, 5 AND 6, 1907, AT VANCOUVER, B. C.

River, emptying into the Columbia nearly opposite the mouth of the Hood River, is fed by the glaciers and snows of Mount Adams as Hood River is from those of Mount Hood. The length and size of these streams is almost the same and the valleys they drain are alike in nearly every particular—soil, climate, altitude, rainfall and everything essential to the growing of perfect fruit. In fact,

is the natural outlet of the valley, as it has the only water grade to the Columbia River and to the railroad.

In the immediate vicinity of Underwood is located some of the earliest strawberry land in the Northwest, berries maturing ten days or two weeks ahead of those at Hood River. In this same belt and extending farther back is to be found those choice locations for

three years old. A little west of Underwood we find a large tract of dark loam known as shot land. This soil also produces fruit to perfection, and is a wonderful producer of alfalfa as well. No less than four crops, seven tons to the acre, have been grown there in a single season, without irrigation.

Like all the country situated in this part of the great Columbia Basin, this section affords some of the most magnificent scenery to be found anywhere in the world. When to this is added the fact that it possesses a climate of exceeding mildness and healthful qualities, and that ten acres planted to fruit affords an income that only a comparatively small part of the world's population enjoy, it can at once be seen that it will develop rapidly. At present only a small portion of the land is under cultivation, mainly because it has been held in large tracts by homestead settlers, who lacked the means to develop it, and also from the fact that there has been no transportation on that side of the river until now, other than by boat.

As compared to land prices at Hood River, those at Underwood seem exceedingly low, and is, when it is taken into consideration that the new railroad gives this section as fine shipping facilities as are to be had by almost any section in the Northwest. With practically the same conditions as exist in the famed Hood River Valley, its neighboring section, it is a question of a short time when values will advance. For several years its fruit has been bought by the fruit shipping companies at Hood River and sold as the Hood River product. In this connection can be cited the fact that a representative of the Davidson Fruit Company, of Hood River, stated that the finest consignment of Newtowns received



AUTOMOBILE OWNED BY C. F. GILBERT OF HOOD RIVER, OREGON, WHICH WILL BE USED THIS SUMMER TO SHOW VISITING FRUITMEN AND TOURISTS THE VALLEY

by them during the past season came from the orchards of Keeley & Dubois at Underwood.

Husum

As to the sections located in the more interior part of the valley, six miles from Underwood up the White Salmon River is Husum. This district is reached by the new state road over a three to four per cent grade, and already boasts of a number of fruit ranches of from five to one hundred acres each. But few are yet of the bearing age, but their fine appearance, healthy looking trees and general thriftiness give every evidence of profitable results in the near future. For many miles along this road going up the valley can be seen evidences of the development of a fruit district that will soon become no small factor in the great fruit industry of Washington. Clearings can be seen on all sides, and for every acre that is cleared there are many more awaiting the hand of the prospective fruit raiser or farmer.

Camas Prairie

In the upper valley is Camas Prairie. This is the center of a rich farming and dairying district, and attracted settlers on account of the fact that there were many tracts of prairie land there which did not require clearing and made it possible for the then struggling pioneers to cultivate the land at once. In this

vicinity is also to be found fine timber, and logging camps afford work for many laborers during the season.

Trout Lake

At the head of the White Salmon Valley is Trout Lake, widely known as one of the finest summer resorts on the Coast and also for its fine fishing. It is an irrigated section given over to dairy-

steps will soon be taken to have it capitalized and completed.

Like other progressive communities, the residents of White Salmon Valley believe in the great advantages of their section and have organized a commercial club. The organization is known as the Underwood Improvement Club and is taking measures to bring it to the attention of homeseekers and investors. In another column will be found their announcement to those who desire information in regard to it.

◆ ◆ ◆

SHIPMENTS of fruit for the season of 1907 from the Rogue River Valley exceeded 400 cars, according to records of the Southern Pacific, states C. A. Malboeuf, district freight agent for Harriman lines in Oregon. The shipments show an increase of over 100 per cent. The crop was a record-breaking one at record-breaking prices. Probably two-thirds of the cars contained apples and a third pears. But the increased tonnage will again be increased this year in still greater proportion, for a still greater quantity of young trees come into bearing. From 800 to 1000 cars of apples and pears will be shipped out of the Rogue River Valley this season, and each year will see the tonnage nearly doubled, for from 5000 to 7000 acres of trees come into bearing each year.



BRANCH OF HOOD RIVER APPLES

ing and farming and lumbering operations, and the mill of the White Salmon Lumber Company is located there. The great resources of the entire valley have already induced capitalists to have a survey made for an electric road running as far as Trout Lake, and it is expected that



PEACH ORCHARD OF KEELEY & DUBOIS AT UNDERWOOD, WASHINGTON, OPPOSITE HOOD RIVER
A fine example of the productiveness of the soil in this section

ADVANTAGES OF MOSIER, OREGON FRUIT DISTRICT

MOSIER VALLEY is only a section of the "Hood River Country," and makes no pretensions to being "the whole thing." Like the larger and more famous valley of Hood River, which joins it on the west, it is naturally, principally and enthusiastically a fruit valley. Here Nature furnishes the proper combination of soil, climate and altitude to produce the handsomest, finest flavored and all-around fanciest fruit known to the world, whether it be in fruit exhibitions or in the markets. The scientific, up-to-date methods of the fruit growers who make their homes here are accomplishing results unsurpassed in any locality.

It has been found that irrigation is not necessary or desirable for fruit growing, the annual rainfall being over thirty inches. Moisture is conserved by clean summer cultivation. Spraying is a universal custom, to kill what pests may appear and to prevent their ever obtaining a foothold. Thinning, too, is practiced, for no community better appreciates the virtue and profit that lies in quality. Packing is done by expert crews under the direction of foremen of the fruit union, so that the trade has learned to have perfect confidence in the brand sent out. Fruits are sold f. o. b. Mosier Station, and rejections are unknown. A large proportion of the Mosier fruits are marketed through Hood River channels and sent to all parts of the world.

Mosier Valley extends from the Columbia River southward to the foothills of Mount Hood and comprises some 50,000 acres. Probably half of this is suitable for fruit growing and other cultivation. The other and rougher half affords range and pasture. At present there are only about 1000 acres set to orchards and only 100 acres of these are

Mosier were Italian prunes. These were formerly shipped dried, but of late years have been bringing greater profits when packed and shipped fresh. Twenty carloads were shipped last year. For the last ten years most of the orchard planting has been in apples, with cherries and pears next in order.

The fruit growers of the Hood River district do not apprehend a coming overproduction of apples, but they argue that even if it should ever come in the country at large it would scarcely affect them, for "there is always room at the top," and as their apples are "tip-toppers" they will always find eager buyers, even if common stuff be sent to the "dump."

The effect of the difference in climate between the coast regions and the eastern foothills of the Cascade Mountains is strikingly shown in the clear, waxy complexion of the apples, the high flavor of all fruits and their unequaled shipping qualities. Even the smaller fruits, such as strawberries, cherries, peaches and plums, are shipped clear across the continent by express, as well as in car lots, with perfect success. Apricots and grapes thrive here as they do in few other places.

Particular note should be made of the generous profits realized in growing sweet cherries, which "stand up" to carry to Eastern markets, whose supplies of this kind are all drawn from the West. Mosier is just far enough from the Pacific to escape the last lingering



PICKING STRAWBERRIES, HOOD RIVER

in full bearing. These figures are very significant to those who can recognize opportunity.

Many of the first orchards planted in



PARTIAL VIEW OF MOSIER VALLEY, OREGON, SHOWING COLUMBIA RIVER

showers of the rainy season, so that cherries are never cracked or softened at picking time. Even the six miles of distance from Hood River affords more sunshine in April and May and a week earlier ripening of berries and cherries.

Space will not permit telling in detail of all the methods by which the fruit growers of Mosier are gaining their brilliant successes, nor to mention characteristic examples of personal achievement of settlers, who, when they reached

best opportunities to know of and investigate conditions here and elsewhere choose Mosier.

As to climate, that of Mosier is neither extremely cold in winter nor excessively hot in summer, and is free from the late cold spring rains and fogs prevalent near the coast. The northwest trade winds that reach it during the summer months are laden with moisture and become warm and pleasant as they pass inland. This gives Mosier an excellent growing season, with days that are warm and

at which desirable fruit land can be bought in a section that is practically the same as that of its near neighbor, Hood River.

While the town of Mosier is but four years old, it has made a substantial growth and is rapidly developing. It has adequate schools with a ten-grade course in the town and six school districts, each supplied with competent teachers, in the valley. Churches of several denominations are to be found there, with stores



MOSIER, OREGON, FINE EXHIBIT AT THE HOOD RIVER FRUIT FAIR

This district is rapidly coming to the front as a fruit growing center, and shipped over ten thousand boxes of apples in 1907 in addition to many thousand boxes of prunes and other fruits

here, had little but faith and courage, but by grasping opportunity and adding their industry have now comfortable and happy homes, with assured incomes. Let it be said, however, that similar opportunities are still open. It is a remarkable fact that most of the new-comers to Mosier are from comparatively near-by regions. For several years past a majority of all buyers have come from Portland, showing that those who have the

pleasant and nights that are cool and restful. It also gives its fruit a quality that includes delicious flavor and fine keeping qualities.

For those who desire a home outside of the city, yet not so far away as to be entirely beyond the reach of its advantages, Mosier has an ideal location, combined with the fact that it offers great inducements to the man of moderate means, on account of the reduced price

and other business conveniences necessary in a growing community.

Situated on the main line of the Oregon Railroad & Navigation Company, it is provided with the transportation facilities which only a great transcontinental railroad can give, in addition to that of several boat lines, and probable connection with the new railroad just built down the north bank of the Columbia River.

THE DALLES, OREGON, SETTING OUT FRUIT TREES

SOME idea of the development taking place in the fruit industry at The Dalles, Oregon, can be gained from the fact that over 60,000 fruit trees, mostly peaches and cherries, are being planted in the country immediately surrounding it, or an average of more than ten trees for every man, woman and child living within the corporate limits of the city. The production from these new trees alone inside of a few years will run into enormous figures.

Continuing, the same writer says: "But the broadcast development of this line of the fruit production has been brought about for no other reason than the fact that fruit raising around The Dalles is a profitable line of business, and yields quicker and larger returns to the acreage than any other industry.

"Surrounding The Dalles is a country whose climate, soil and physical conditions are peculiarly adapted and favorable to the production of all varieties of fruit, hence the move to bring this portion of the state to a foremost place in this particular line, at the same time yielding large returns to the growers.

"The Dalles has long been termed the gateway to Oregon's inland empire, and the name carries with it the significance of the city's commercial importance. Situated on the banks of the Columbia River, it holds a commanding position over this great artery of commerce to

the open sea. Hand in hand with its water navigation, which fixes and controls the traffic rates, is its rail connec-

tions to the Pacific furnished it by the main line of the Oregon Railroad & Navigation Company. Eastward it commands the same avenues for carrying its freight and produce, and in consequence since the city was first established it has been the distributing center for the vast section of the interior. Recently, through the completion of the Great Southern Railroad, whose northern terminus is at The Dalles, the latter has been given a still greater field in which to spread its commercial lines.

"In the great move for Oregon publicity, inaugurated by the Oregon Development League some years ago, in which practically every city in the state has taken part, The Dalles has stood solely upon its own merits. It has profited by the general wave of publicity given the state because it has tributary to it thousands of acres of fertile land, as yet untouched by the plow, and in addition a score of different industrial channels through which capital can be profitably invested. There are reasons for it, all of which hold positions distinctively their own."

In 1906 there were four canneries in the Willamette Valley. In 1907 the number increased to seven. Three more are already planned for 1908, and it is reported that these canneries will put up 150,000 cases this year.



AN ATTRACTIVE SMALL EXHIBIT OF HOOD RIVER APPLES IN A PORTLAND STORE WINDOW

PRODUCTIVITY OF THE WHITE SALMON VALLEY

SITUATED between the Columbia River and Mount Adams, in Western Klickitat County, State of Washington, White Salmon is a land of early strawberries and apples, well known for its healthy climate, pure water and rich soil. A leading fruit country of the Northwest, without irrigation, where thousands of acres are awaiting settlers at reasonable prices. It

soil along the bottom has a large percentage of sand and needs to be irrigated. The water for irrigation is secured from numberless springs that gush out from the hillside. While acreage is comparatively small, yet the productiveness is great and very early. Strawberries ripen by the first week in May, and S. C. Ziegler from one acre of strawberries gathered 200 crates, which

Hood River. They are both in God's country, with only the mighty Columbia between.

The town of White Salmon is situated on a plateau above this bluff, and has been called the "West Point of Washington." Arriving at White Salmon, the view is an inspiration. Directly opposite is the town of Hood River, and behind it the farms and orchards. The Colum-



SCENE ON FRUIT RANCH IN MOSIER VALLEY, OREGON

is covered with a growth of willow, wild cherry, hazel, maple, oak brush, and with splendid fir and pine saw timber.

As one steps off the boat at the White Salmon landing the prospects are not at first encouraging. About a quarter of a mile from the river is seen a rocky bluff rising 400 feet, sloping in places and in others making steep cliffs. Between the river and the bluff are some very fine berry, fruit and vegetable ranches. The

netted him \$2.31 per crate, or \$462 clear of all expenses. From less than one acre of early tomatoes he cleared \$460. Taking his average income for the past five years, Mr. Ziegler's books will show that from four acres of strawberries and tomatoes he has cleared \$1500 per year. As stated in the November, 1906, issue of "Better Fruit," we have practically the same soil and climatic conditions, in fact, White Salmon is a true sister of

bia River may be seen for a distance of twenty-five miles. The town has developed rapidly. What three years ago was a ranch is now a thriving town of 500 inhabitants, with two banks, well stocked business houses, local paper, substantial church, telephone line and a fine new school house. The people are largely Americans, intelligent and of good moral character. There are no saloons in White Salmon, and the fraternal orders are well represented. The climate of the White Salmon Valley is pleasant and healthful. The average temperature for the month of January is 30 and for July 78 degrees.

The White Salmon Valley having at one time been a glacier bed, the soil is deep and rich, the prevailing formation being loam mixed with a large percentage of volcanic ash, and considered one of the finest combinations for growing fruit known to the horticulturist. In depth it varies from ten to forty feet, with a subsoil of clay and gravel.

The rainfall is between thirty and thirty-five inches annually and comes mostly during the fall and winter months. Fruit growing in the White Salmon Valley is conducted without irrigation, and while it is as yet very little developed, those who have tried it have been universally successful. In regard to this section a well-known resident there says of it:

"Lovers of beautiful fruit will find in the White Salmon Valley the ideal soil



INTERIOR VIEW HOOD RIVER BANKING AND TRUST COMPANY BUILDING, AT HOOD RIVER, OREGON

and climate. Added to these, the topographical features are such that one can select the proper slope for either early or late apples. It is well known that fruit trees, generally speaking, prefer an undulating surface, such as we offer. If one asks the grower what kind do best, he invariably replies that it is hard to tell, as all kinds do equally well, but the favorites are Yellow Newtown Pippins, Spitzenbergs, Jonathans, Winesaps and Northern Spies. While the industry of growing commercial apples is still in

Mordecai Jones, a wealthy Englishman, also has thirty acres in apples.

"White Salmon's fruit has gone to the same markets with Hood River's, and to the same exhibitions, and it has held identical place with the Hood River product. The development of the White Salmon Valley has been retarded by the want of a railroad on the north bank of the Columbia River, but the Northern Pacific and Great Northern roads have now completed a joint road along the north bank, and White Salmon is on an



EXTERIOR VIEW HOOD RIVER BANKING AND TRUST COMPANY BUILDING, AT HOOD RIVER, OREGON

its infancy, yet there are enough bearing orchards to prove absolutely the superiority of the White Salmon Valley for the culture of apples and other fruits. Captain H. Cook has a bearing orchard one mile west of White Salmon in which one nine-year-old tree yielded twenty-seven boxes of Spitzenberg apples.

equal footing in every respect with Hood River. Its development and rise in the value of its lands will be much more rapid even than was the case in the Hood River Valley, for the experimental stage is now past and the reputation of its fruit is now established in the markets of the world."

THE ROUTE OF THE MOUNT HOOD RAILROAD

RUNNING out of Hood River is the Mount Hood Railroad, which passes through the east side apple growing district, farther up a fine farming country, and later reaches the timber belt at Dee, seventeen miles up the valley. This road is doing much to develop the fine fruit lands of the upper valley, as it is affording good shipping facilities and easy communication between this fertile region, the Columbia River and the Oregon Railroad & Navigation Company.

During the coming summer the road will be extended six miles into the upper valley, into a section that has already been developed more in the same time than any part of Hood River Valley. One ranch alone of eighty acres has been completely cleared and set to trees here in less than a year. Surrounding it are several others also that have been

developed in a comparatively short time.

The abundance of water for irrigation purposes, in addition to many other resources, are attracting many investors to this section. While the season is from ten days to two weeks later than in the lower valley, apples and strawberries grown there are of fine quality, have great keeping properties, and so far it has been found unnecessary to spray orchards there for the codling moth.

Owning big holdings of timber far up the valley, it is only a question of a short time when the Mount Hood road will practically cover the entire upper valley, and is expected to become the popular route to Cloud Cap Inn, the well-known summer resort, perched 7500 feet up on the side of Mount Hood. Arrangements are being made to have an automobile service from the terminus of the road to the Inn this year.

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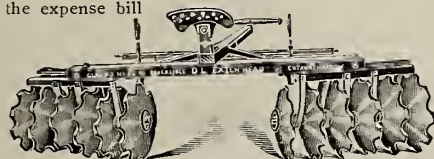
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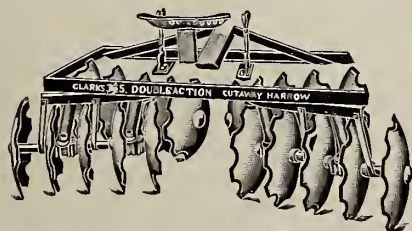
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WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

CARING FOR AND CULTIVATING THE ORCHARD

C. L. SMITH, SPOKANE, WASHINGTON

EACH succeeding year emphasizes the value and importance of the fruit industry in the Inland Empire. It has been successfully demonstrated that we have the soil and climate adapted for the production of fruits of superior size, color, flavor and quality. Fruits of such excellence that they find a ready market at prices much above the general average of the country at large. The results achieved by many growers

indicate that among the factors responsible for this wide variation in results, care and cultivation are important ones.

While this paper is intended to deal only with these factors and with conditions as they are found in the apple orchards on the unirrigated lands, I hope no one will assume any intention to ignore other factors that enter into the problem, or other conditions that may



REMARKABLE YIELD ON YOUNG BEARING TREE AT MOSIER, OREGON

are such that those who are most familiar with fruit growing in other sections of the country regard the statement of bare facts as fairy tales; too marvelous for belief.

While it is true that many orchardists are securing results that are so satisfactory and profitable, it is also true that all are not equally successful. During the past year I have found men grubbing out orchards ten, twelve and fifteen years old, because they failed to find any profit in fruit growing. This, too, in some instances where on the adjoining farm the orchard gave net returns of \$500 per acre.

Investigation and observation of the conditions and comparison of results

require a radical modification of methods, both in care and cultivation.

Conservation of Moisture

Conservation of moisture is a matter of vital importance in any orchard on unirrigated land, anywhere in the Inland Empire. Broadly speaking, this may best be done by having the ground rough and loose from October to April; firm and fine from April to October. Very late fall plowing, where practicable, is the first step toward securing this. Where the late plowing is not practicable, going over the ground in November with a disc or spring-tooth harrow will roughen and loosen the surface so the soil will readily absorb the rain and

Continued on page 30

BETTER FRUIT

HOOD RIVER, OREGON

OFFICIAL ORGAN OF
THE NORTHWEST FRUIT GROWERS' ASSOCIATION
A MONTHLY ILLUSTRATED MAGAZINE
PUBLISHED IN THE INTEREST OF UP-TO-DATE
FRUIT GROWING AND MARKETING

ALL COMMUNICATIONS SHOULD BE ADDRESSED AND
REMITTANCES MADE PAYABLE TO

BETTER FRUIT PUBLISHING COMPANY

E. H. SHEPARD
EDITOR AND PUBLISHER

W. H. WALTON CHRIS GREISEN
ASSOCIATE EDITOR SOLICITOR

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FOREIGN SUBSCRIPTIONS, Including Postage, \$1.50
ADVERTISING RATES ON APPLICATION

Entered as second-class matter December 27, 1906,
at the postoffice at Hood River, Oregon,
under act of Congress of March 3, 1879

THE DALLES is twenty-two miles east of Hood River on the Columbia River, and is a well known fruit section. A great many orchards are being set. The climate is slightly different from Hood River, a little warmer in summer and a little colder in winter, but not much. The greatest part of the new acreage being planted is set to cherries, peaches and grapes, for which this district is celebrated and famous. Their fair last year was evidence of fine apples, also.

GOOD FRUIT land uncleared can be had at \$40 per acre in Hood River Valley, Mosier, The Dalles, White Salmon and Underwood. It will cost from \$50 to \$100 to clear and about \$50 more to set, and about \$10 to \$15 per year to care for the same for the first four years. The fifth year the trees will begin to bear some, which will often more than pay for the care. In some instances as high as \$250 per acre has been cleared on trees five years old. The total cost up to bearing will be

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Booklet of Hood River
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We arrange and print
booklets for growers
of fruit, development
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PRINTERS
PORTLAND, OREGON

about \$250 to \$300 and up, according to location. A conservative estimate of profit is \$500 per acre, although many orchards have paid a net profit of from \$1000 to \$2000 per acre. If an orchard pays \$500 per acre average, \$2000 is a conservative estimate of its value. Twenty acres will cost \$5000 developed to bearing and pay \$10,000 per year net. It will easily be worth \$40,000, which is eight times the investment. It will pay twenty per cent on the valuation, 200 per cent on the cost. In fact, orchards of the right varieties have been sold at these figures and are and have been paying these profits.

IN NOVEMBER we published an article about spraying for the Codlin moth written by L. D. Harris, a practical man of Medford, Oregon, advancing some new ideas. In January we published an article by Professor A. L. Melander of Pullman, Washington, about spraying for the Codlin moth. Their ideas differ. Professor Melander's criticism on the Harris idea appears in this issue. Mr. L. D. Harris will reply to this in the April edition. Don't miss this discussion. It is interesting and instructive, and you can't read it without learning.

UNDERWOOD is on the North Bank Railroad just across the Columbia River in the State of Washington. It has a good commercial club and is rapidly coming into prominence. It is a good fruit country and has a splendid climate. It is filling up with progressive fruit growers who will make it grow.

MOSIER, Oregon, is just seven miles east of Hood River, with soil and climate similar to Hood River. It is a sister valley and works along the same lines as Hood River. The growth and development of the valley has been remarkable in the last two years. It has a good commercial club and enterprising orchardists.

WHITE SALMON has long been known as an excellent fruit country. Until recently it has shipped its berries along with the Hood River people, but it now has an association of its own. It is located on the Columbia River directly opposite Hood River in the State of Washington, and possesses excellent soil for fruit and a fine climate.

DON'T fail to spray with lime and sulphur for San Jose scale now, or before the buds swell too much. The lime and sulphur is considered a good fungicide as well. So one spray does the work of two with this solution. Kills San Jose scale and prevents fungus.

THE COLUMNS of "Better Fruit" are open at all times to contributed articles pertaining to fruit. Our only proviso is that such articles shall pertain to the fruit industry, be interesting and reliable.

CANNERIES are now in operation at Ashland, Grants Pass, Eugene, Salem and Yoncalla, and new canneries under way for Medford, Monmouth and Newberg.

R. H. WEBER TELLS OF THE FRUIT BUSINESS

A STRIKING instance of what can be accomplished in a comparatively few years in the fruit business by ability and well directed energy is shown in the success of R. H. Weber of The Dalles, horticultural commissioner for the fourth district of Oregon. Starting with practically nothing, Mr. Weber has become one of the most successful nurserymen in the Northwest. He is also a fruit grower owning property at Hood River, Mosier and The Dalles. In speak-



R. H. WEBER,
The Dalles, Oregon, Horticultural Commissioner for the Fourth Oregon District

ing of the development of the fruit business in a recent interview in The Dalles Chronicle Mr. Weber said:

"When I came to The Dalles eighteen years ago, in 1890, fruit growing was in its infancy. It had not reached a commercial stage. Carload shipments from this point were unheard of. At that time people thought they were getting good prices for peaches at 35 to 50 cents a box. Now peaches bring from 75 cents to \$2 a box.

"It is only within the last two or three years people have got the idea that commercial orchards are a good investment. The good prices which our fruits have commanded, owing to their superior quality, has helped to bring this about. From an annual sale of the products of a few thousand trees our fruit output for 1907 brought to the growers about \$160,000. But this is a mere bagatelle; we ought to sell millions of dollars' worth of fruit every year. The Dalles should and will then become one of the greatest fruit growing and shipping points on the Pacific Coast north of California."

Mr. Weber began in the smallest way, by planting his own nursery and cultivating it largely himself, his nursery now covers eighty acres, while 200 more are in orchard.

THE Willamette Valley has splendid possibilities and is wakening to the importance of immediate action. It has got the soil and all they need is a little energy and push.

*The Cuts in
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CORNER SECOND AND ALDER STREETS
PORTLAND, OREGON

EDITOR'S SUGGESTION TO THE APPLE GROWER

A GREAT deal has been said about the high prices realized for apples in Hood River and other districts. Some are of the opinion that past prices obtained by the grower are too high. It is the opinion of the editor such is not the case. The editor believes that should the output increase a cut will not be necessary at this end of the line to increase the demand. It is a law of political economy that demand is regulated by prices. There is a way to increase the demand by lowering the prices, but this does not mean it is necessary to lower prices which the grower sells for. The price is not too high here, but it is too high in the retail market. There the fault exists, and the retailers' prices must be lowered because they are making an exorbitant profit. The grower is making a reasonable profit. I will state it in figures. Take the average price of Hood River Spitzenbergs of \$2.50 per box f. o. b. Hood River for the last few years, add fifty cents freight to New York, allow fifty cents for the dealers' commission or buyers' profit, and allow fifty cents for cold storage and cartage. This makes a box of Spitzenbergs cost the retail dealer \$4. The sizes 120 and 128, which contain ten dozen, sell at \$1 per

dozen. The sizes 96, 88, 72, which contain eight, seven and six dozen, sell at \$1.50 per dozen. In other words the retailer buys at \$4 per box, which affords everybody a fair profit, and sells retail at \$10 to \$12. Buying at \$4 per box and selling at \$12 per box is \$8 per box profit or 300 per cent. Too much.

The editor has taken considerable pains to ascertain these facts and finds the retail prices mentioned above are correct, not only in New York, but in surrounding country towns throughout the New England States where Hood River apples are sold. The information was obtained through correspondence and by personal interviews with people who have been East, and from people who live in the East, and they have actually paid this price of \$1 to \$1.50 per dozen for Hood River apples.

The editor believes he is offering a suggestion that should receive consideration from every fruit grower and hopes and believes the idea can be taken up in a publicity way and arrangements made so as to induce the retailers who pay \$4 per box to sell at \$5 to \$6 for a full box, and for fifty cents to seventy-five cents per dozen, which will afford a handsome profit of fifty per cent, all the average retailer can ask for. It is the belief that if pressure and influence can be brought to bear on the retailers to do this the consumption will be increased many fold, and at the same time afford the retailer a handsome profit. This idea carried into effect will cause the demand to more than keep pace with increased production and guarantee the present reasonable prices the grower is getting.

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A. HOLODAY

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THE CULTIVATION AND CARE OF THE ORCHARD

Continued from page 27

snow of winter. Plow early in the spring, before the weather becomes warm enough to cause any material loss of moisture. Plow deep. The aeration of the soil, by increasing the amount of available plant food, will more than offset any damage to the surface roots. Disc two or three times to secure good sub-surface packing. Clod crush, or roll to break up all lumps and make the surface into a fine dust. Finish with a fine-tooth barrow. Never leave a rolled or planked surface for any length of time without harrowing; continue the harrowing throughout the season often enough to maintain a fine dust mulch on the surface all the time. Harrow after every rain, as soon as the ground is sufficiently dry that it will not stick after the harrow tooth. If the soil runs together, bakes, or for any reason gets so hard that the spike-tooth or acme harrow will not fine it, then put on the disc and clod crusher. Continue this until the last week in August. This method of cultivation solves the weed problem, saves the moisture and is a check against the apple scab.

Where the soil runs together when wet, bakes hard when dry, and breaks up in hard lumps when plowed it is reasonable to assume that it is deficient in humus or organic matter. This is a condition quite commonly found where the land was originally covered with timber or where it has been cropped for many years. Where barnyard manure is available, it is the best remedy for this condition. If the manure is not available, then use a cover crop, preferably the winter vetch (*Vicia Villosa*), broadcast; this the last of August, or drill in with a disc drill. When a cover crop is used, the plowing can be delayed until May, when the green crop is plowed under and then thoroughly disced, to firm the soil, drive out surplus air, chop up and mix the green stuff with the soil. Then keep up the harrowing and maintain the dust blanket. Work over the entire surface.

A common mistake is to leave an uncultivated block four to six feet across around each tree. In plowing, turn the furrows toward the tree one year and from the tree the next year. From April to October keep the ground as nearly level as possible. Harrowing with a spring-tooth harrow crosswise with the plowing, immediately after plowing, aids much in leveling the ground.

Pruning

It is much better to train a tree the shape it is wanted than to allow it to grow wild, then chop and saw it into the desired shape. By proper pinching of buds and bending of limbs during the growing season a tree may be grown into such shape as to require very little cutting during the dormant season. If the sprouts starting from the body of the tree or along the main branches are pinched when they are three or four inches long they will ordinarily form fruit spurs. Aim to get more fruit buds near the body of the tree and along the larger limbs instead of at the branches. As color is an important factor, care should be exercised to keep the top open, so the rays of the sun can reach to every part at some portion of the day. To accomplish this it may be well



VIEW OF THE COLUMBIA RIVER SHOWING HOOD RIVER ON THE LEFT AND WHITE SALMON ON THE RIGHT

Along the bluff on this side can be seen the grade of the new railroad that is expected to develop the fruit district back of White Salmon. This view depicts the magnificent scenery on both the Washington and Oregon shores of the Columbia as it passes through the Cascade Mountains

to do some pruning when the tree is in full leaf; cutting ten or even fifteen per cent of the top away when the tree is in full leaf will cause no serious injury.

If the trees are carefully looked over about three times during the growing season, and the ends of those shoots that are growing too long are pinched off, the tree may be kept to the desired shape. But where a shoot has been overlooked it is better to cut it out when found than wait until winter. Negligence during the growing season is about the only logical reason for severe winter pruning.

Severe pruning while the tree is in a dormant state stimulates more rapid and abundant wood growth, about four-fifths of which will grow where it is not wanted, necessitating yet more cutting the following season. Pinching and

summer pruning stimulates the production of fruit buds and tends toward better maturity of both buds and fruit. Plan to grow an abundance of fruit spurs, well distributed over the whole tree.

Thin the Fruit

The soil and climatic conditions in the Inland Empire are so favorable for fruit production that there is a general tendency to set more fruit than the tree can carry to perfect maturity, with the result that unless the fruit is thinned radically the apples will be uneven in size and some will be too small for profitable marketing. Uniformity in size, shape and color is a valuable factor in a fruit crop. This can only be secured by intelligent and radical thinning. I have never found any one who thinned too much. Many never do any thinning, and

some wait too long before doing the work. Of those who attempt thinning, the majority do not take off half enough. The thinning should be done when the apples are from one-half to three inches in diameter, leaving only one apple on a spur. Sometimes it is better to also pick all the apples from every other spur. The thinning should be done in such a way as to leave the fruit evenly distributed over the tree.

Spraying

Spraying is always necessary and profitable, when the work is done in the right way, at the right time and with the right kind of spray. I shall not enter into any details of spraying, as there are other papers on the program on this special topic; but would like to emphasize the fact that time of spraying is very important.

The experiment station bulletins are the most valuable and reliable sources of information. Get these bulletins, read them carefully, follow formulas exactly, do the work on time; do it thoroughly. The man who does the most thorough work is the one who reaps the largest percentage of profit. I have carefully studied the problem for several years; visited the orchards that paid as high as \$1600 per acre; also those that paid less than \$25 per acre. My observations have been that the man who expended from \$15 to \$25 per acre in the care and cultivation of his orchard would get a net return of from \$200 to \$1000 per acre, while the man who spent less than that usually reached the conclusion that "fruit raising did not pay."

Successful orcharding means work, continuous work, faithful work; but it

also requires that the work should be done intelligently.

One of my neighbors plowed his orchard deep, disced it twice, then planked it smooth and left it. It looked as hard as an asphalt pavement; no weeds grew in it; the apples obtained the size of walnuts. In August the leaves turned yellow and fell off. That man knows "it doesn't pay to cultivate an orchard." Another neighbor sprayed his trees the first week in June with a solution of copperas, and knows now that "it doesn't pay to spray." Some, however, are learning. The care and cultivation are improving each year. It averaged much better in 1907 than ever before. Agitation and education are producing results. The shining dollars received for first class fruit is the strongest educational factor.

ITEMS OF INTEREST

THE CANNERY business is of vital importance to the fruit grower for several reasons. In the first place the cannery will take care of fruit that is too ripe for shipment. This saves glutting the markets, which means an increased profit to the grower on what he ships. The cannery will take care of culls which enables the fruit grower to put up a fancy pack, which means a fancy price, and furthermore instead of losing he gains in two ways—by getting a better price for what he ships and by getting a good price for what he sells to the cannery.

G. R. Castner, fruit inspector for Wasco County, is doing excellent work. He is a practical grower and well informed. Being a man of force when he says a man has to spray the grower does it.

H. D. Eisman, fruit inspector for Josephine County, is doing thorough and efficient work. There are two reasons for this. He knows how and has got the force back of him.

W. A. Laidlaw of Portland has disposed of his interests in the Red Apple Fruit Farm near La Grande to an Oregon City man. About \$20,000 is involved in the transaction.

Professor Cordley, J. H. Reid, W. R. Harris and W. K. Newall pulled off an interesting fruit growers' meeting at Forest Grove a few days ago.

Payette, Idaho, reports that never before in the history of the orchard business were conditions more flourishing or orchards in better shape.

Milton fruit growers say their union will build a new and larger packing house for this year's work. This building will be three stories.

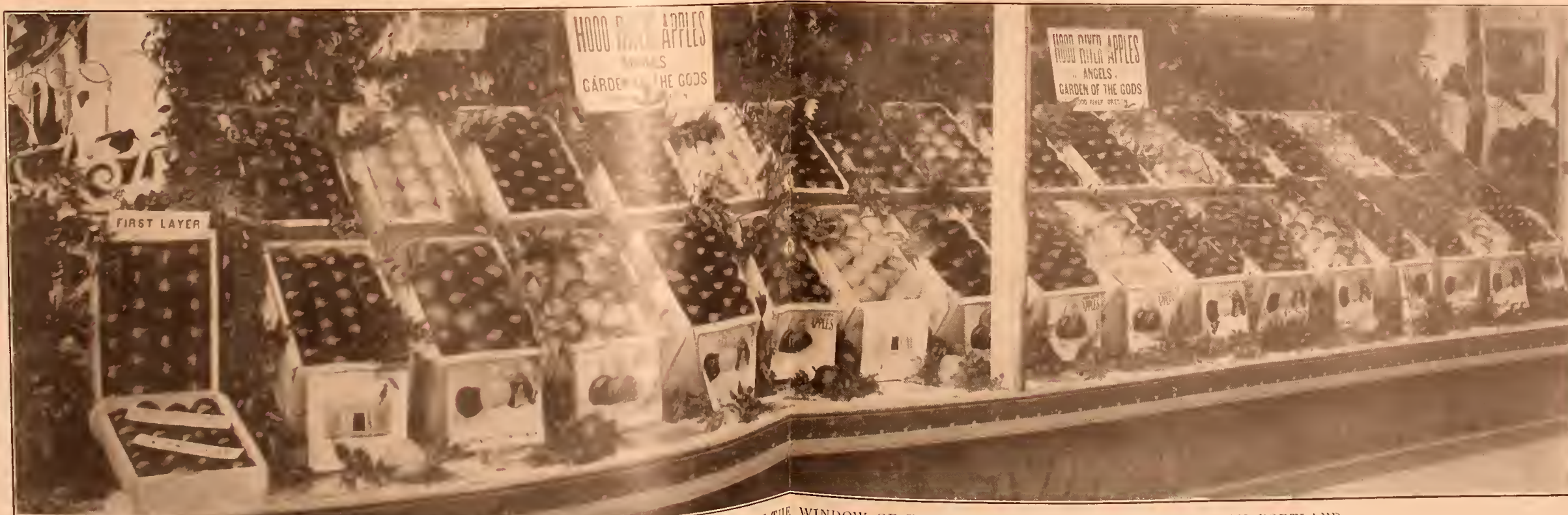
Grants Pass, Southern Oregon, comes out with the information that their soil and climate is wonderfully well adapted to walnut culture.

Medford growers are feeling jubilant, as already the fruit buds indicate an immense crop for the coming year.

Lewiston, Idaho, commences with an early spring, as peach trees are already beginning to burst into bloom.

Mr. Withycombe and Dr. Larrabee of Portland are planting fifty acres of English walnuts near Gaston.

Growers at Dallas, Woodburn, Corvallis, Monroe, Roseburg and Scio are working on cannery projects.



DISPLAY OF HOOD RIVER, OREGON, APPLES RECENTLY MADE IN THE WINDOW OF THE GODDARD-KELLY SHOE COMPANY IN PORTLAND
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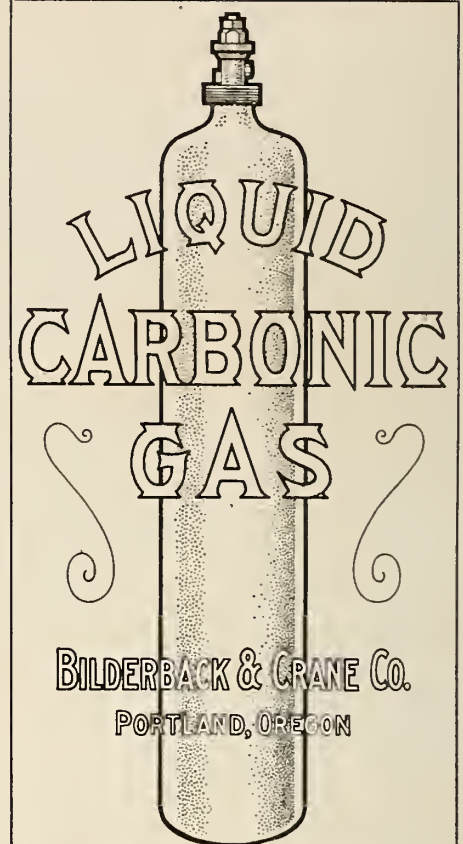
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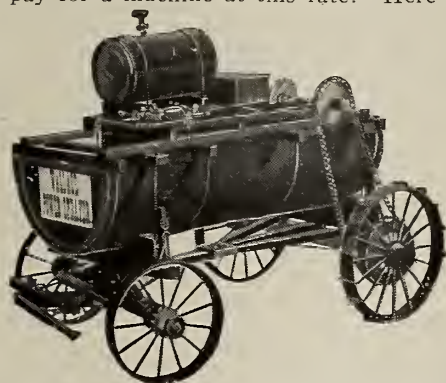
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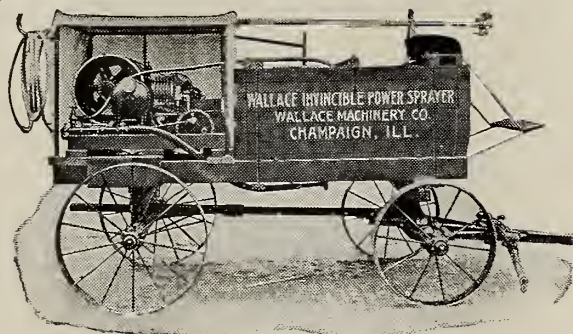
Without a cent of cost for power, will do as much spraying in a day as would cost you from \$7 to \$12 for power by some methods. How long would it take to pay for a machine at this rate? Here is the Wallace Standard Automatic Sprayer.



It is sold completely mounted, or unmounted to fit your wagon if desired. It will do all ordinary orchard work and more of it than any other automatic machine built except our Duplex. Dr. C. A. Oliver of Chico, California, in ordering a second machine, says: "I have used my Standard Sprayer for four years with perfect satisfaction." We have a hundred other testimonials of like character. The Illinois Orchard Company has sixteen of these machines. The lower cut shows the Wallace Invincible Mounted Sprayer. Simplicity is the specially attractive feature of this type of engine power sprayer. Every

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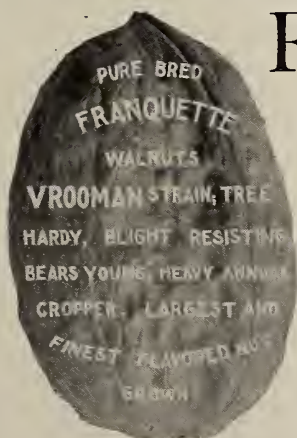
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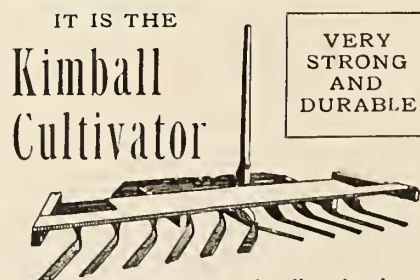
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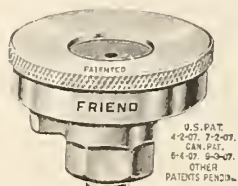
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Experience has fully demonstrated that a spray nozzle today, in order to best meet the strong peculiar requirements of the up-to-date fruit grower, must possess the following principles: It must be of sufficient capacity in order to do away

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Many of the leading manufacturers are endeavoring to produce such a nozzle. Fruit growers should be cautious as to what they buy. The manufacturer should do the experimental work. We illustrate herewith a nozzle which is the original of this type. It is covered by several strong patents with others pending. It is the result of years of experimental work, costing thousands of dollars to perfect it. Thousands of the one pictured were used last season with best results. Its manufacturers and holders of the patents "are reliable."

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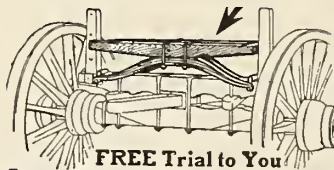
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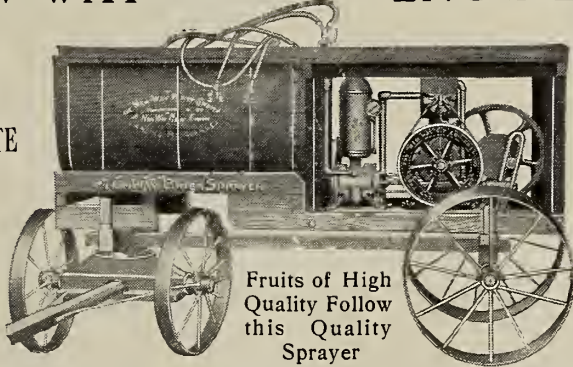


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Leaf-Eating Insects, Use Grasselli's Arsenate of Lead**



CODLING MOTH

¶ Grasselli's Arsenate of Lead is manufactured only by The Grasselli Chemical Company, established 1839, General Offices, Cleveland, Ohio. ¶ When applied, ordinary rains will not wash it off. It is not injurious if applied unskillfully or in too great quantities. ¶ Grasselli's Arsenate of Lead can be used successfully against all leaf-eating insects, including the Codling Moth, Canker Worm, Elm Leaf Beetle, Potato Bug, Gypsy and Brown-tail Moth, etc. ¶ **Grasselli's Bordeaux Mixture**—a preventive of all fungous diseases. ¶ **Grasselli's Bordeaux-Lead Arsenate Mixture**—an insecticide and fungicide combined in one effective article. ¶ Write for descriptive booklet giving information how and when to spray.

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Dealers in Improved and Unimproved Irrigated Fruit Lands in the Vale of Cashmere

This valley is located in the heart of Wenatchee Valley midway between the Cascade Mountains and the Columbia River. The soil is unsurpassed for fertility. The climate is ideal and the scenery is on the grandest scale. The big red apple, which made this valley famous, grows to perfection here. For further information write

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Highest award on Tile at Lewis and Clark Fair

Tile From 3 to 12 Inch

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Underwood *and* Little White Salmon *Choice Fruit Land for Sale*

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FARMING AND ORCHARD

TOOLS

Disc Harrow Extension for Orchard Cultivation a Specialty

When you want any kind of Orchard Tools come to me and get the 'BEST'



Where the Famous CUPID FLOUR is made by the HOOD RIVER MILLING CO. at Hood River, Oregon



When you get to Hood River
stop at the


MT. HOOD HOTEL

Trains stop directly in front of
Hotel. ☞ Bus meets all boats

Automobile Service Daily for
Cloud Cap Inn During Months
of July, August and September



All pictures of Hood River and vicinity shown in Better
Fruit photographed by W. D. Rogers' Hood River Studio



**RHODES DOUBLE CUT
PRUNING SHEAR**

Pat'd June 2, 1903.

Dept. W

**RHODES MFG. CO.,
GRAND RAPIDS, MICH.**

THE only
pruner
made that cuts
from both sides of
the limb and does not
bruise the bark. Made in
all styles and sizes. We
pay Express charges
on all orders.
Write for
circular and
prices.

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We have a magnificent assortment
of Fruit Trees, Grapevines,
Roses and Ornamental Stock.

Let us figure with you on your
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Write for illustrated Booklet on
Burbank's latest creations. Santa
Rosa Plum, Rutland Plumcot,
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is a compendium of valuable infor-
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OF LEADING CLOTHIERS



RECENTLY BUILT AND FITTED UP WITH ALL OF THE
LATEST FIXTURES FOR HANDLING FURNISHING GOODS

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

HOOD RIVER APPLES

BEST IN THE
WORLD

These famous apples easily take first place where quality is wanted. Scientific cultivation, careful selection and perfect packing combine to produce a quality of fruit and package that is eagerly sought by the best trade.

Write for particulars



IN CAR LOTS

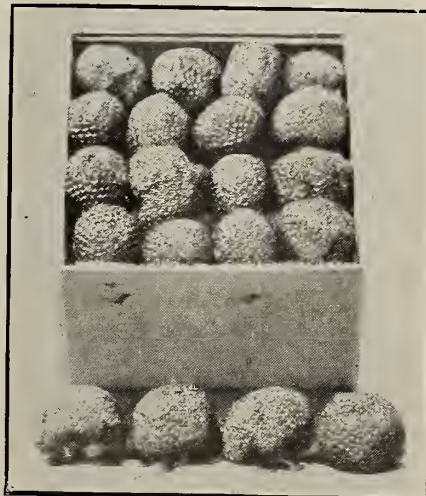
Our association last season controlled the sale of between eighty and ninety per cent of the actual output of fancy apples from the world famed Hood River Valley. The next crop will be the largest ever produced.

Quality and pack
guaranteed

HOOD RIVER APPLE GROWERS UNION
HOOD RIVER, OREGON

Famous Hood River Strawberries

Will be Ready
To Book Orders
for Express or Carload
Shipments April 1, and
Commence Shipping
May 15



The Finest Berry on
Earth and the
Best Shipper

Look Good
But Taste Better

Fancy Pack Guaranteed

FRUIT GROWERS UNION
HOOD RIVER, OREGON

SPRAY FRUIT TREES AND VINEYARD WITH REX LIME AND SULPHUR SOLUTION FOR SUMMER AS WELL AS WINTER SPRAYING

The following very practical letter from A. J. Snook is filled with good practical information and explains tests that proved "Rex" best for both winter and summer use:

"The Rex Company, Benicia, California—Dear Sirs: Yours of the 9th inst. received, and I should have answered it sooner, but the fruit came so fast that it kept us on the jump up to the present time. Will try and answer your questions as near as possible, and hope they will be of some good to you and help to others.

"First, I sprayed the pear, apple and plum trees with a solution of three and one-half gallons Rex to forty gallons of water in the dormant state; this was done in March. The first week in April I again gave them another spraying with the Rex solution and bluestone in different proportions. Block 1—Two and one-half gallons Rex and two pounds bluestone, forty gallons water. Block 2—Three and one-half gallons Rex and no bluestone, forty gallons water. Block 3—Two gallons Rex and three pounds bluestone, forty gallons water. Block 4—Two gallons Rex and five pounds bluestone, forty gallons water. Block 5—Three gallons Rex and five pounds bluestone, fifty gallons water.

"These sprays were only applied to pears and apples. I have watched them closely to see which would have the best results. My pears were the cleanest and best with three and one-half Rex. From 150 boxes of pears shipped there was not two per cent loss with scab, which speaks highly for the solution. My pear trees are also very healthy and have no blight or disease of any kind, whereas there is considerable blight below and above us, and I had some in my orchard last year.

"It strikes me as a practical orchardist that spraying with three and one-half gallons of Rex to forty gallons of water, when the petals begin to leave or drop, will not only destroy the scab, but will also prevent the blight by killing the microbes the bees have deposited there.

"I sprayed about one acre of peaches when they began leaf curling; it was too late to stop it, but the trees have come out strong, and made a healthy growth for another season. It is a hard matter to set any date for spraying on account of weather conditions, elevation of orchards, and then certain locations are much warmer and earlier than others, so an orchardist must use his own judgment as to when to spray. Such heavy late rains as we experienced last season left the ground so wet and soft that a good many orchardists waited too long and let the scab form on the fruit, with very sad results. Just as soon as the weather clears and the trees and fruit are in the right condition for it, I spray.

"Also sprayed my vineyard with Rex and bluestone in the dormant state, about the last of March, with different proportions. The vines grew stronger and better than they have for years; about one-half crop on account of weather and climatic conditions. We sulphured the vines twice and still they mildewed, and it looked as though we were going to lose our crop.

"We sprayed them the last week of July with one gallon of Rex solution to forty gallons of water, which stopped the grapes mildewing immediately and it did not burn or hurt leaves or grapes. I can assure you I am very pleased with the success I have had with the Rex solution, and shall use it more extensively next season.

"This is a long letter, but I have given you as fully as I could what beneficial results the Rex solution has given me, and at all times shall be pleased to answer all questions from you or from others who might wish to try it. Wishing you every success, I am, yours truly, A. J. SNOOK."

The above spraying of Mr. Snook's orchard was done under the direction of Professor P. J. O'Goro of the United States Department of Agriculture Bureau of Entomology. Mr. A. J. Snook is one of the most practical fruit growers in California.

Rex spray should be used for summer as well as winter spraying. On peach trees, one gallon to twenty-five gallons of water for summer. On all other trees, one to fifteen for summer. That makes it cheap to use, and it benefits trees and fruit. Use no milk of lime for summer spraying. GRAPE GROWERS have found Rex Lime and Sulphur Solution far superior to any other spray material ever used. For winter spraying of grapes, use one to eight. For summer, one to fifty. It's also the cheapest spray in use.

THE REX COMPANY, Benicia, California, and Omaha, Nebraska, and YAKIMA REX SPRAY COMPANY, North Yakima, Washington

Newtowns Yield \$1800 per Acre

Complete returns have been received by James Lacey on an acre of Newtowns, mention of which was made a couple of weeks ago. He marketed 791 boxes of first grade apples, which brought \$1698.55. He has left fifty boxes of seconds, which will sell for about \$1.50 per box, and bring the total gross sales from one acre of Newtowns up to \$1800. The returns from his three and a half acres of bearing apples, all kinds, are \$3801.76 for first grade apples alone, and second grades will fully pay for the labor of taking care of the crop. This makes an average of over \$1000 an acre profit.—Hood River Glacier, November 21, 1907.

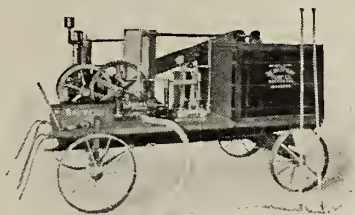
For information about this temperance colony, made up of Eastern people, where they have built nice homes and are growing oranges, olives and all kinds of deciduous fruits, under a steel pipe

Address



HOOD RIVER ORCHARD IN BLOOM, GIVING PROMISE OF GOLDEN RETURNS

J. W. BAKER & COMPANY, Hood River, Oregon



This is the Bean Power Sprayer

which we send out entirely complete, and thoroughly tested under 800 pounds pressure, ready for use. It is surprising how much ground can be thoroughly covered in a day

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W. T. SHAW, Asst. Zoologist

Pullman, Wash., Jan. 23, 1908.

The Bean Spray Pump Co.
San Jose, Calif.

Gentlemen:-

I want to congratulate you on having produced the best modern spray pumps I know of. For the all-important first spraying for the codling moth a high pressure is essential. I am familiar with no other hand outfit that can accomplish this spraying so thoroughly as your high pressure Magic pump is capable of doing. The enameled, non-corrosive interior of this pump makes it also the best for sulphur lime spraying.

After using during 1907 three of your power sprayers in comparative test with other machines I feel free to commend your outfit to every orchardist as a most satisfactory and practical type of spray pump. For even the small orchard I advise the use of the power pump. The increased efficiency of the thoro work permitted by spraying at 200 pounds pressure, and the vast saving in labor and time quickly repay the extra cost of the engine sprayer.

Very truly yours,

A. L. Melander
Entomologist.



This is the Bean Magic

Pump, which saves one-third of all the labor cost of spraying High pressure and rapid work

We print this letter of Professor Melander's because it was written without any request from us and is typical of what dozens of fruit growers write us after they have used one of our Magic Pumps or one of our Bean Power Sprayers for a season. Professor Melander succeeded last year in getting better than 99 per cent clean fruit in large orchards otherwise very wormy, and having demonstrated how to do the work his advice as to what to use is worth listening to. Every fruit grower knows that with the ordinary type of spray pump it is a man-killing job to try to maintain the pressure necessary to do good, quick work. Since we have invented a pump that saves one-third the labor, and everybody who has used one says so, won't you try one? We have pumps in stock in nearly every fruit growing locality in the West.

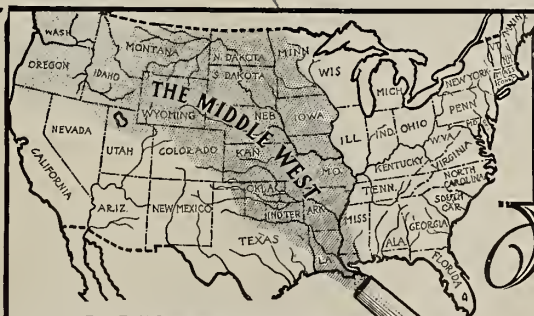
Of course in larger orchards one of our power sprayers does the work quicker and, as Professor Melander says, the saving would pay many growers to purchase a power outfit who until they try one do not realize what can be accomplished with them. So many spraying outfits are put on the market simply to sell an engine, or to get out something cheap that it has discouraged many from buying who would do so if they were familiar with our perfect machine. We will be very glad to give full particulars and answer questions. We have pumps of all sizes and everything for spraying. Let us send you our catalogue and quote prices.

BEAN SPRAY PUMP CO.

165 WEST SANTA CLARA STREET, SAN JOSE, CALIFORNIA

FRUIT GROWERS

Are you spraying? Getting best results? Have you tried the Dust method? If not you will do well to heed the opinion of those about you. This is past the experimental stage

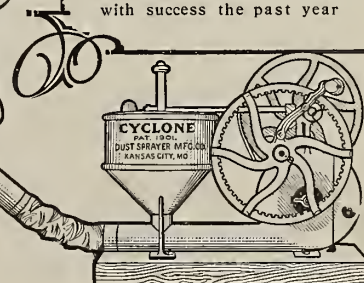


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Write to

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Distributors for the Northwest
NORTH YAKIMA, WASHINGTON

Many hundreds of progressive and successful fruit growers in all parts of the world and nearly every fruit growing district in Washington, Oregon, Idaho and British Columbia have used the Dust Sprayer with success the past year



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And Will Continue Daily Throughout
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LANDS OWNED BY PRIVATE
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BUSINESS AND INDUSTRIAL
OPENINGS ALONG THE

Northern Pacific Railway

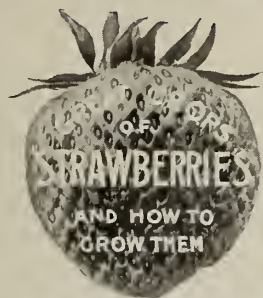
Write to
C.W. MOTT General Emigration Agent,
Northern Pacific Railway.
ST. PAUL, MINNESOTA.





**YAKIMA VALLEY
RED
APPLES**
YAKIMA, WASHINGTON

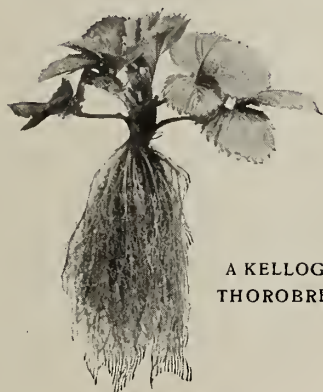




Send for Free Copy of "Great Crops of Strawberries and How to Grow Them"

If you want to know how to grow big crops of big red strawberries and how to get big prices, send for our 1908 book. Don't think of getting along another season until you have it. It tells all about soil preparation, setting, mating, pruning, cultivating, spraying, mulching, picking, packing and marketing. All of these essential features and many more are explained in such a way that you can't go wrong. It was written right out in the strawberry field by a man who has made a fortune growing strawberries, and he tells you just exactly how he does things. Beautifully illustrated, mighty interesting. You may wonder how we can afford to send you this valuable book free. Well, you see, it's just like this:

WE HAVE THE LARGEST STRAWBERRY PLANT FARM IN THE WORLD



A KELLOGG
THOROBRED

Note the Full Crown and Well
Developed Root System

And our THOROUGHbred PEDIGREE PLANTS have won the world's highest fruiting record. They have lifted many a man out of failure and boosted him to triumphant success. Perhaps you are one of these fellows who has an ambition to be the Strawberry King of your section. If you have, and you ever read this book, it will open your eyes. You will then see how easy it is to make money in the strawberry business when you have the right kind of plants and follow the proper methods.

It is a pleasure to grow strawberries when you can get bigger crops, bigger berries, and bigger prices than the other fellow. This book shows you just how to do this very thing. It is crowded brim full of good things from beginning to end. Every page has a picture of a strawberry or of a strawberry field, showing actual results obtained by growers who use THOROUGHbred PEDIGREE PLANTS. These fellows are just bubbling over with enthusiasm, and that's what helps a man over the rough places. They say this book is worth its weight in gold. We say it is worth more—it's a regular gold mine to those who follow its instruction. Send and get one and see for yourself; your address—that's all. The Book's free.



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DEMING Spray Outfits

include every type of machine that any grower wants, from the "handy" hand-pump to the big Power Sprayer for the hundred-acre orchard.

Whether you are a little grower or a big one—a suburbanite or a country gentleman—you need a "Deming."

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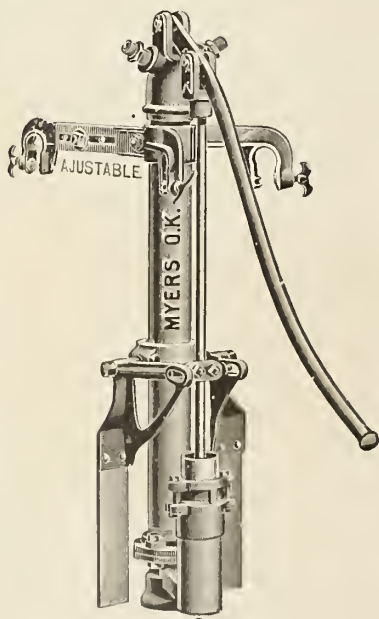


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PUMP WITH AGITATOR
"ONE OF THE FINEST"

Require and should have Spray Pumps of the most efficient and durable sort. The Myers No. 307 is both. Can be attached to open barrel or the No. 308 style can be placed on end or side of closed barrel. These pumps have hemp-packed plunger and are Air in every way. Hose, Bamboo and Aluminum Extension Rods, Nozzles, Etc.

Send for free Catalogue of Myers Spray Pumps and also Planet Jr. Catalogue of Garden and Orchard Tools

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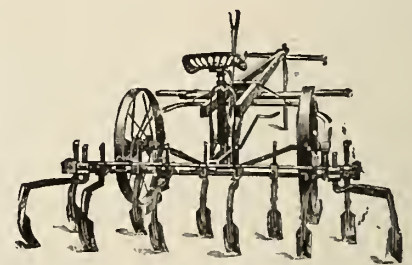
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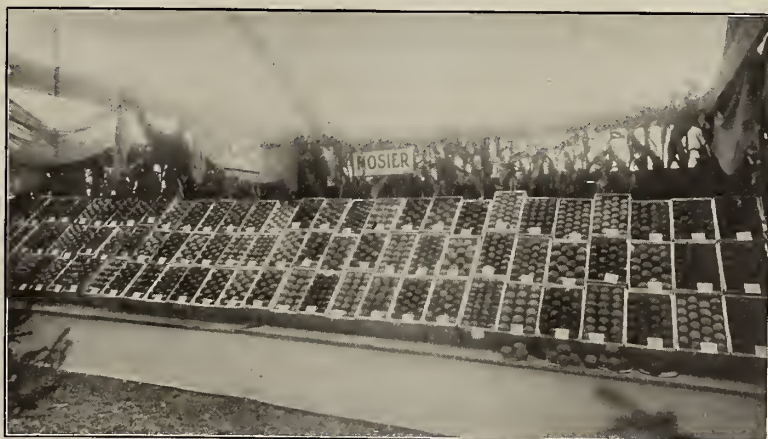
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OREGON

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Many of
Hood
River's
Fancy
Apples
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Locally

\$30 TO MOSIER, OREGON

Buy your ticket on any railroad, March 1 to April 30, from St. Paul, Omaha and other Missouri River points. Proportionate rates from all other stations

Mosier is not one of the "just as good" places. It is part of the Hood River country. Everyone knows what that means. Famous for Newtowns and Spitzenbergs



FOR FURTHER INFORMATION ADDRESS

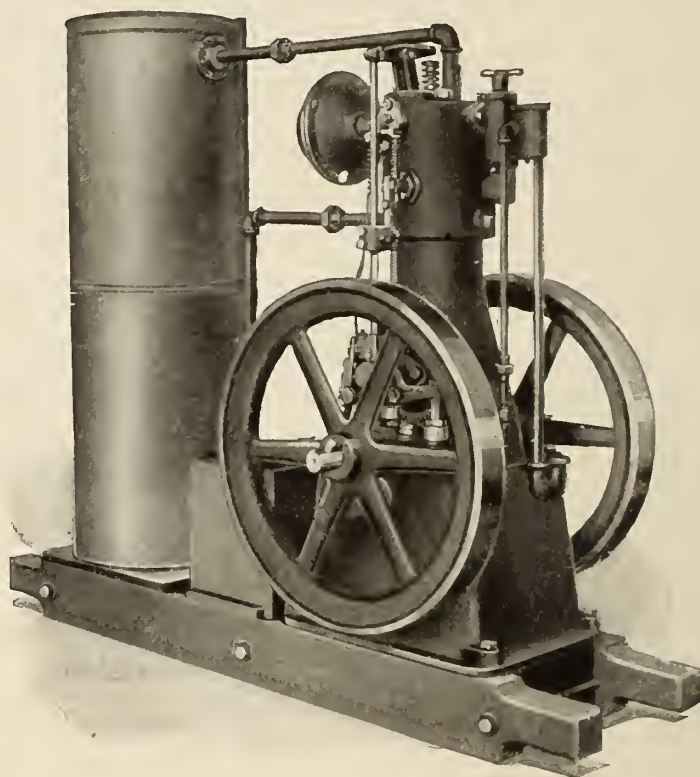
MOSIER APPLES AT HOOD RIVER FRUIT FAIR

COMMERCIAL CLUB OF MOSIER VALLEY
Mosier, Oregon

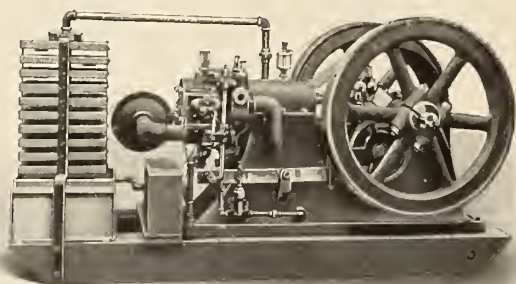
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Irrigating, spraying and farm work. Special portable engines for hay press duty. See others but not until you see us



THE ALAMO GAS ENGINE



EASIEST STARTED
SMOOTHEST RUNNING
MOST DURABLE
LEAST FUEL REQUIRED

Some engines require a wizard or mechanical expert to get any work out of them. The Alamo is easily operated. Its mechanism is readily mastered, and any bright boy or man can run one. It is the most economical engine on the market, suitable for every kind of farm work.

Sizes one and one-half horsepower to fifty horsepower

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WHITE SALMON VALLEY

WASHINGTON

Across the Columbia River From

HOOD RIVER VALLEY

OREGON

The Banner Apple Belts of the World



PICKING STRAWBERRIES ON ONE OF THE WHITE SALMON FAMOUS NON-IRRIGATED BERRY PATCHES

RECORD

First crate shipped May 10th, 1907. Average yield per acre 300 crates. Average net returns per crate, \$2.67. Net return per acre, \$801.00

The name White Salmon Valley is given to that part of Klickitat County drained by the White Salmon River. It extends from the north bank of the Columbia River to the foothills of Mount Adams, a distance of thirty miles. It lies opposite Hood River, in the same climatic belt. The soil is a deep volcanic ash with a clay subsoil. No hardpan. As the snows of Mount Hood influence the Hood River Valley, producing the finest apples in Oregon, so do the snows of Mount Adams influence the White Salmon Valley, producing the finest apples in Washington. These two valleys are destined to become the greatest apple belt in the world. Our berries and all fruits are grown without irrigation; the yield is large and the fruit of a beautiful color, rich in flavor and aroma, and of a superior shipping and keeping quality.

The valley has been held back heretofore through lack of railroad facilities, but the Spokane, Portland & Seattle Railroad, just completed, gives this valley the best shipping facilities in the West. There are thousands of acres of the richest unimproved berry and apple land that may be bought for \$40 to \$100 per acre. Land when improved will clear from \$300 to \$750 per acre in berries and apples. The valley is rapidly developing. **NOW IS THE TIME TO SECURE A CHOICE ORCHARD TRACT AT A LOW FIGURE.** For full particulars of this wonderful valley address the

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(OR WHATEVER YOUR NAME MAY BE)

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The Gateway to the
WHITE SALMON VALLEY



A newly developing fruit district on the line of the recently completed Portland & Seattle Railroad, opposite Hood River, Oregon, with all the advantages of that famous district in soil and climate—and land at half the price

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IMPROVEMENT CLUB**

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Peaches, Apricots and
Strawberries shipped
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40 cars Melons.

40 cars Prunes.

10,000 cases Cherries.

40,000 Cherry Trees
planted during the last
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Two canneries in oper-
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450,000 barrels Flour.

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Wool scoured.

30,000 cases salmon.



Early vegetables of all kinds put on the Portland market
one to two weeks ahead of any other Oregon points

The county seat of Wasco County, is a thriving wide-awake city of 5000 inhabitants, located on the Columbia River with two through line railroads, one on either side of the river. The city boasts of its fine streets and beautiful homes and is proud of its great variety of resources. 3000 horse-power electric plant operating flouring mills, planing mills, box factories machine shops, etc., and endless supply of water power within easy reach. The finest country in the world for air seasoning and wood manufacturing.

The Columbia River Scenery and Eastern Oregon Climate is Unequaled in the World

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Of fruit and produce are cordially invited to investigate the many advantages of joining the Produce Reporter Co.

It is a national organization with a large membership—many in the Northwestern States—whose interests are identical with yours. It has proved profitable to them, and will to you, *if you use it*. All wide-awake, progressive growers who ship or will begin doing so by next season should send for descriptive booklet. State how extensively you are engaged, in what, etc. Mr. E. H. Shepard, publisher of this journal, will tell you he has used this system for years, and that it is adapted to your requirements, and within the possibilities of your pocket book, in fact that your profits will be greatly increased by its use. Write today

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Let Us Show You HOOD RIVER ORCHARDS BETTER FRUIT AND LOVELIER HOMES

Than you ever thought could exist anywhere on this earth

WE WILL TAKE YOU ON OUR TOURING CAR
Through the smiling, happy Hood River Valley, show you
how the soil produces, introduce you to our neighbors and
freely give you such information as can come only from those
who are cultivating their own land at a commercial profit

SOME OF THE BEST ORCHARDS IN HOOD RIVER VALLEY
WERE PLANTED BY US AND BOUGHT FROM US



We understand the soil and lay of the land; know what and
how to plant it to secure largest, finest, most profitable crops

WRITE US FOR ILLUSTRATED LITERATURE

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